









Vol 4.—No. 3.

SYDNEY, AUSTRALIA.

February 5th, 1930.

### NEW ZEALANDERS STILL LEAD

ALL OUT FOR MARCH SALES.

The New Show World Contest is progressing in triumph.

The last two weeks brought Craig's New Zealanders forward with a gain of seven points to a record percentage of 135.14. Wellington spells first place among the branches and Ad. Sales as well. Gawler's district is second with a percentage of 99.82.

Among the branches, Hagon of Launceston reverted to second place with Curry of Auckland a close third. As the salesmen's Quotas are being worked out, their standings will be announced in later issues of "Punch". Cecil Abotomey enters the Contest as Branch Manager in charge of Perth. Though at the bottom now, he pledges to step up to first place.

Ad. Sales Managers are out after new business, too, with both Wellington and Launceston already over Quotas. Adelaide is low branch with an Ad. Sales per-

centage of 57.75.

Bill Clark and Bill Hurworth have injected a new enthusiasm into our New Show World Contest by issuing special appeals for record business throughout the month of March to mark the ending of our first quarter. In their personal letters to every branch manager and salesman, they have set forth plans for increased business in both film rentals and Ad. Sales to make March the big surprise month of the Contest. New releases, new Specials, and the general releases of our long run pictures are all set down to make March the greatest selling month of the year. LET'S GO!

STOP PRESS.

### RECORD WEEK

"Love Parade" Sets New Record for P.E.

The returns of "The Love Parade", Paramount's screen operetta starring Maurice Chevalier at the Prince Edward Theatre, Sydney, last week, are the highest figures ever recorded at that house since its opening on November 22nd, 1924. In setting the new record, "The Love Parade" eclipsed the highest weekly takings of Paramount's "Interference", the picture that previously held the record, by a wide margin.

"The Love Parade" is BIG. The greatest talking picture Paramount has produced to date. Watch the records go flying when it opens in your teritory.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.-No. 3, Sydney Feb. 5, 1930.

### LUNCH HOUR by Rambler\_

Ever check up on the representative gathering of sportsmen we have in this organisation of ours?... quite a bunch... Harold Higgins, Art Department... "A" Grade Tennis... Jack Palise, Booking Department... Varsity boxing champion ... Flo Thurston, H.O. Traffic... champion sculier... Jim Flannery, H.O. Ad. Sales... First-grade Cricket... Cec. Abotomey... First-grade League Football... Byron Kennedy, N.S.W. Ad. Sa'es... High School track champion... George Eastaway... golf... Sid Herbert... Pioneer motorist... Bob White ... junior U.S.A. High School Hurdle champion... AND, OF COURSE... THE BASEBALL-ERS... and the Editor... plays the Piccolo very well. (Editor's note: If I have left anybody out of this role of fame, I humbly apologise).

### "THE VIRGINIAN" — AND OTHERS

"Stranger-when you call me that, smile!"

Words that are as impressively dramatic as "Hands up!" A story that for sheer Western romance and adventure will live forever—as long as man is man. "The Virginian" is Paramount's first all-talking Western play. As a silent picture made years ago by Paramount, "The Virginian" was one of the biggest Box Office hits of its day.

With Gary Cooper in the title role, Walter Huston as "Trampas", and Mary Brian as Gary's sweetheart, we have the most surprising and superb Western drama ever put on film or stage. "The Virginian" has the vastness of "The Covered Wagon". You hear and see the real West, the bellowing herds of long-horn cattle, the rootin'-tootin' cowboys, and the broad sweep of the plains. It's a Paramount Special of long run possibilities, and is now playing a hold-over season at the Capitol Theatre, Sydney. Once again, like a machine gun at the bull's eye, Paramount has repeated with another big picture.

And think over these Paramount triumphs that are keeping theatres crowded everywhere: Maurice Chevalier in "The Love Parade", and "Innocents of Paris"; "The Four Feathers"; "Sweetie", with Nancy Carroll, Helen Kane and Jack Oakie; Clive Brook in "The Return of Sherlock Holmes"; Harold Lloyd in "Welcome Danger"; George Bancroft in "The Mighty"; "The Battle of Paris" and "Glorifying the American Girl". Bigger things to come, too, in Paramount's all-talking, all-singing, all-color operetta, "The Vagabond King", with Dennis King and Jeanette MacDonald. Look ahead with Paramount.

All of which means that our New Show World Contest should continue on with new and increasing enthusiasm. There isn't an exhibitor operating a theatre to-day who doesn't want Paramount. There are few who can carry on profitably without Paramount. LET'S GO! Let's make hay while the sun shines and get in every extra Silent and Sound booking possible. Let's sell more Ad. Sales! Again, LET'S GO!

Gransid of



### DON'T BE JUST A "CONVENTION MAN"

### (By a Modest Anonymous Correspondent)

"He's a convention Man". It was said in a very disparaging manner and insinuated not only dislike of the man but his actions. In response to a request for a definition of a "convention man", the speaker explained that it was a "weak sister who came away from a convention imbued with the value of his product only to fall within a few weeks into the old rut of, "I can't be bothered, I'm getting by."

Couldn't there be a permanent convention man? A man so sold on his work that his move every day of the year would bespeak, not the spotty actions of the temporary revivalist but the sane, certain irreputable moves of one convinced that his was the best because of past performance, present position, and future possibilities and promises?

Yes, there is not only such a man, but men and women that number legion. They are in every drop of Paramount life from the bottom to the top, boosting together.

Are you one of the legion or just a worker? You can change from the latter.

Be one! Let's go!
—From New Show World.



### CECIL ABOTOMEY EN ROUTE TO W.A.



Cecil Abotomey, who has been appointed branch manager of our Perth exchange, spent a few days in Head Office on his way through to the West. When

Cecil reaches Perth he will have travelled nearly 4,000 miles to fulfil his new assignment. This is the distance from Cairns to Perth.



### As at February 1st, 1930. DISTRICTS.

Position.	Per Cent.
1 S. H. Craig	135.14
2 F. Gawler	99.82
3 C. E. Henderson	90.70

#### BRANCHES.

Position. Per	Cent.
1 S. H. Craig . Wellington	145.17
2 A. W. Hagon, Launceston	125.84
3 H. Curry Auckland	117.61
4 C. J. Shepherd, Brisbane	104.98
5 W. E. Kirby Sydney	98.12
6 H. A. Kelly Melbourne	90.01
7 P. C. Board Adelaide	86.13
8 Perth	84.28

#### AD. SALES.

Position.	Per Cent
1 B. Kuch Wellingt	on 121.65
2 H. Dilger Launcest	on 100.99
3 C. Power Brisba	ne 95.63
4 T. Rogers Per	rth 94.77
5 H. N. Varcoe, Melbour	ne 85.67
6 J. O'Neill Sydn	ey 82.56
7 R. Kivell Auckla	nd 79 <b>.5</b> 7
8 R. Henderson Adela	ide 57.75

#### LET'S GO!

Let's go to work, "Let's go", Extol the great New Show, The slogan stirs us to the test, So take the field and lead the rest.

Go out and do your very best, Our Drive is on, "Let's go". —M.D.O. (Adelaide).

### GOOD WORK BY CUSTOMS DEPT.



E. Gatward and his department staff that the work of expedit-

It is to

the superb

credit of

Charles

C. E. Gatward.

ing shipments of

Sound and Silent prints as well as Ad. Sales through government Customs and Censorship is being done carefully and efficiently. Though Paramount has never made an unclean picture, the formalities and routine of putting our pictures through the Censor's office are in Mr. Gatward's hands. The year 1929 closed without Paramount having to send a single picture back to America, truly a remarkable record.

The work of getting prints and Ad. Sales out of bond and through the Censor's department in time for our pre-releases in the capital cities is a difficult task. Roy Howard and Bill Wiley give Mr. Gatward superb assistance in rushing shipments through Customs for early sales. More than that, the matter of handling records and office data on the new Sound pictures has nearly been doubled, but the work goes on so that distribution and sales of our films and Ad. Sales can be not only maintained, but increased.

In point of service, Mr. Gatward and his assistant, Roy Howard, have been with Paramount in Australia longer than any other employee. Both joined the organisation thirteen years ago. Mr. Gatward has surrounded himself with an efficient departmental staff that is second to none in the kind of work involved. Hats off to them.

### "WELCOME BACK, 'SIXY'"

### Sixsmiths Return from World Tour. Five Months' Trip.

Home again after a five months' tour of America, England, the Continent and the Far East on behalf of Paramount, J. A. Sixsmith, Head Office Secretary, has some interesting things to say of his experiences abroad.

"Sixy" spoke in glowing terms of the activities at the Paramount studios in Hollywood and of the reception he received there. In Hollywood he met numerous stars and directors. He and Mrs. Sixsmith lunched with Nancy Carroll and the Australian actor O. P. Heggie.

Concerning motion picture making, after having seen "The Vagabond King", "Pointed Heels", "Half Way to Heaven" and "The Laughing Lady" in production, he says: "I was amazed at the time devoted to a scene which lasts perhaps, only three minutes, when flashed on the screen; it is no wonder to me a well produced picture is so costly. I have never seen anything to equal the enthusiasm that prevails in the Paramount studios. Everyone from the star, Dennis King, to the prop boy were enthusiastic about 'The Vagabond King'. O. P. Heggie said that he thought it would be one of the greatest in the history of motion pictures.

"During my stay in New York, I was privileged to attend a dinner given to Maurice Chevalier, whom I met later at Paramount's annual 'Pep Club' Ball, where I also met Jesse L. Lasky. This is a truly remarkable function, with Paramount's entire Home Office staff gathered under the one roof. An-



other magnate I met before leaving New York was Adolph Zukor. After having spoken to him personally, I can well understand the unswerving loyalty of every person in his employ.

"After a most interesting trip through Paris, where once again a Paramount theatre was prominent, I sailed for the Far East, where I spent a most enjoyable time with Mr. and Mrs. Kennard, Mr. and Mrs. Verdayne and Mr. and Mrs. Jack Groves.

"Altogether, it was a marvellously interesting tour and I have returned of the opinion that Paramount is paramount over all, regardless from which angle it is viewed. Not only does the sun never set on Paramount; it never sets on Paramount spirit, Paramount loyalty and Paramount achievements."

### ED. GOULDING SIGNED BY PARAMOUNT.

Further proof that Paramount's on top of the industry and intends to stay there, comes with the announcement that Edmund Goulding, author and director of the Gloria Swanson talking picture, "The Trespasser", and "The Broadway Melody", has been signed to a long term contract. The agreement was the result of several week's negotiation for Goulding's services, following the outstanding success of these two vehicles.

The acquisition of Goulding by Paramount gives our organisation another of the screen's leading directors and writers. Long recognised as an outstanding film maker, Goulding's experience as a silent picture director and then as a director of sound, makes him a valuable asset to any organisation.

His first assignment for Paramount will be the preparation and direction of his original story, "The Devil's Sunday", which will star Nancy Carroll.

### POPULAR PARAMOUNT SPORTS GIRL.



The title of "The most photographed sports girl," certainly goes to Flo Thurston of the H. O. Traffic Department, Recently no metro-

politan Sunday newspaper has been known to go to press without featuring her photograph. Flo is captain of the Sydney Women's Rowing Club, and one of the best oarswomen in Australia. Last year she represented the New South Wales Association at the regatta in Perth. This year's triumphs include the Pittwater Regatta and the Anniversary Day Regatta.

### ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

# ADELAIDE

All Paramounteers in Adelaide welcome Mr. and Mrs. Sixsmith on their return to Aussie.

We are anxiously waiting to receive news from Head Office of the release date of Maurice Chevalier's next picture, "The Love Parade", which, from all accounts, is likely to break all previous records in Adelaide.

After "six months of hard labour", Mr. Val Board's garden shows signs of improvement and promise of becoming a miniature botanical garden, because we know for a fact that he has bought to date easily one thousand plants. As a matter of fact, every week-end he takes home a huge parcel of seedlings. ("Say It With Flowers.")

# DAYINGS AYINGS

Dodges have topped the poll in the New South Wales Branch Car Owners' Quota. The latest addition is "Mick" Stanley's new touring car, and together with Ted Kirby's sedan, makes a grand total of two Dodges in this office.

Here is a bed-time story; The weather hot... stuffy office... nerves on edge... a letter from Bourke... "We are wiring, can you supply us with talkie films?"... Ted Kirby faints... his last gasps... "Water!!!... water!!!"...

### HAPPENINGS in HEAD OFFICE



Nellie Adler is reported wearing a new coat with an assortment of birds flying rampant over it. This office strongly advises the employing of paper weights to prevent its flying out of the locker during office hours.

Willie Peck was sent to the Parramatta gaol last week... to screen "The Four Feathers" for the inmates. He was allowed to leave afterwards, so apparently the programme went off without a hitch.



#### "ON VACATION".

Les. Wilke (booker, Adelaide Branch), holidaying at Victor Harbour

Len. Jones (chief clerk, Head Office Ad. Sales Department.), growing roses and fixing the radio.

Byron Kennedy (New South Wales Ad. Sales), mountaineering at Katoomba.

Charles Gatward (Manager, H.O. Traffic Department), motoring somewhere in Australia.

Ben Kuch (Wellington Ad. See Sales) is enjoying what sunshine there is these days over at Eastbourne.

### Bits from Brisbane

Cecil Abotomey was presented with a travelling case from the Boys and Girls of Brisbane Branch on the eve of his departure for Perth.

During the latter part of last week, a general exodus took place from the office—Mr. Shepherd left for Charleville, Cecil Abotomey left for Sydney, en route to Perth Branch, and Bill Blood left for the North.

Our Accountant—Jim Fleming—these days is snowed under with Exhibitors' percentage statements. He has the idea that it is necessary to bite the coins tendered in payment for silent programmes.

George Borggess has been advised to move his bed into the Despatch Department, for Sound has claimed his attention to the exclusion of everything.

We welcome Bill Witherington, Salesman, now attached to this Branch. Bill will take up signature collecting from Rockhampton to Grafton and points west.

### "HAPPY DAYS, TOM."



Mr. Stork has been busy again. Tom Hurney of Head Office Accounts, is receiving the handshakes of the boys on the arrival of a baby girl born Sunday

last, February 2. Yes, thank you, mother and baby are doing very well.

## PARAMOUNT PEAK Byrd Names Mountain in Antarctic.

Mr. John W. Hicks, Jnr., has received cabled advice from the home office to the effect that Rear-Admiral Byrd has named a new peak that he discovered in Marie Byrd Land, "Paramount", after the well-known snow capped mountain in the Paramount Trade-mark.

In a radio to Emanuel Cohen, editor of the Paramount News Service, Admiral Byrd states:— "PASS WORD

ALONG TO

PARAMOUNT

ORGANISA-

TION THAT I N NEW MOUNT A I N RANGE W E DISCOVERED IN MARIE BYRD LAND W E FOUND PEAK THAT MOUNT. YOUR MEN ARE NOW ON LAST LAP OF TWO YEARS' GRIND TO BRING BACK THE KIND OF PICTURE YOU TOLD THEM TO GET. ALL OF US FEEL THAT YOU WILL BE WELL PLEASED WITH THEIR EFFORTS.

#### REGARDS. DICK BYRD."

The unique series of pictures, in cluding those of the "Paramount Peak", which Paramount cameramen, Willard Vanderveer and Joe Rucker, have obtained, should prove intensely interesting when they are eventually released.

### "INNOCENTS OF PARIS" BREAKS RECORDS.

"Innocents of Paris", Paramount's box-office sensation, starring Maurice Chevalier, has shattered all existing records at each of the 17 Sydney suburban theatres at which it has been shown.

In many cases, individual house records were shattered in spite of the fact that "Innocents of Paris" had been screened the previous week at another theatre in the surrounding locality.



NAMED This will give an idea of the tremen dous crowds "The Love Parade" is PARA - shows the line-up for the early morning session.

### OTTO G. DOEPEL RETURNS TO N.Z.



Otto Doepel returned to New Zealand by the s.s. "Marama" on January 2 4 t h, after a well-deserved holiday in Australia. Otto's

holiday trip included a jaunt to Perth for the purpose of visiting relatives. The remainder of the time was spent renewing acquaintances with his many friends in the industry in Sydney.

Mrs. Doepel is still in Perth, but will return to Wellington in a few weeks.

### THE VERSATILITY OF THE TALKIES.

(By Jesse L. Lasky)

Versatility is the key-note in talking picture production. In former years, films had a tendency to follow certain styles. If the underworld story was popular, many underworld pictures were made. If stage dramas were liked, then producers made photoplays of the stage. But sound has removed the word "trend" from the pro-

ducers' vocabulary. There is no trend in talking picture production.

I have based my statements on careful analysis of public tastes during the past decade and a half. Sound is so new and so unlimited that we can travel in any direction and strike public interest. There can be comedy,

drama, underworld and costume plays, and the public will like all.

Fine stories will find their vogue, no matter whether the action is of to-day or of the seventeenth century. Our new musical productions, "The Love Parade" and "The Vagabond King", are examples. Both types will succeed beyond our hopes. Of that, I am confident.

Silent pictures went in cycles because of the limitations of silence. The industry had a Herculean task in expressing what it did without sound. The sky is the limit now, and with diversity our keynote, watch our results in 1930.

# Paramount Studio Lews



Nancy Carroll and Dick Arlen in a scene from "Dangerous Paradise". The original title of this picture was "Flesh of Eve". Hey, Nancy! How did you cut your arm?

#### FLASHES!!!!

Paramount will re-make "The Border Legion" as an all-talking Western. Richard Arlen will be starred. Fay Wray and Fred Kohler will be in the cast.

"Follow Thru" will be Schwab and Mandel's first musical comedy for Paramount. Zelma O'Neill, stage leading lady for Schwab and Mandel, will have the lead.

"Let's Go Native", an original screen operetta by George Marion, jnr., featuring Jeanette MacDonald, has gone into production at Hollywood. James Hall plays the singing male lead.

"Only the Brave", Gary Cooper's next starring picture, has gone into production. Mary Brian plays the feminine lead. Phillips Holmes, Morgan Farley and Guy Oliver play important roles.

### PARAMOUNT STUDIO EXPANSION.

#### Huge Building Programme.

Announcement has been received of the mammoth expansion project involving the erection of several new sound stages and buildings, and the enlargement of others at the Paramount Hollywood studios. It is understood that the building programme was necessitated by Paramount's huge production plans for 1930.

The construction programme calls for the following building and enlargement projects:

The construction of a four-storey administration building in which will be located the executive personnel.

A new assembly shop and an extension of the monorail system, which transports the sets from the assembly plant to the sound stages.

The reconstruction of at least two more of the silent picture stages for the making of sound and talking pictures, and the building of several new sound stages.

The conversion of the experimental stage into several new sound picture projection rooms and a second portrait gallery.

The enlargement of the capacity of the studios' transportation depart-

With the completion of the expansion programme, Paramount will have 12 new fully-equipped and modern sound stages, amply necessary storage space and other vital production facilities that will make the Hollywood studios the most complete motion picture unit in the world.

The Hollywood construction programme follows closely on the heels of Paramount's expansion of the Long Island Studios and strikes a note of optimism and progress in the talking motion picture industry.

#### FLASHES!!!!

"Honey" has been selected as the final title for Nancy Carroll's new musical comedy. "Honey" was adapted from the stage play, "Come Out of the Kitchen". Stanley Smith plays opposite.

Paramount will produce "Business is Pleasure", a short story by Elsie Janis and Gene Markey, at the Long Island studios.

Stuart Erwin, who plays a comedy role in "Sweetie", has been cast opposite Helen Kane in "Dangerous Nan McGrew", her next talkie.



A beautiful nature scene from Pavamount's first outdoor talkie, "The Virginian", showing Gary Cooper and Mary Brian in the foreground. "The Virginian" commenced a weekly holdover season at the Sydney Capitol on Saturday last, February 1st.

# AD-SALES! If its worth RUNNING — it's worth ADVERTISING!

### AD. SALES AGAIN OVER NATIONAL QUOTA.

Wellington Heads Field-Kuch Gets Quota Five Weeks in Line

The Ad. Sales boys went over Quota nationally, for the second time this year, in the week ending, January 25th. The contest during the past five weeks has been one of jerks and jumps. Down in the first week, the figures took a decided jump to go over the mark in the second. The third week showed another slump, and in the fourth, Auckland, Wellington, Brisbane, Melbourne and Perth went well over their individual marks, to pull the whole bunch over Quota again. Last week showed only Wellington, Perth and Launceston reaching the quota mark.

B. Kuch of Wellington is well ahead of the field. In spite of the recent changes in quota figures, Wellington has been over the mark for the past five consecutive weeks, with a percentage of 121.65.

H. Dilger of Launceston, though breaking quota but once since the beginning of the contest, has turned in remarkably consistent figures each week. Launceston is well set in second place, with 100.99 per cent. Cyril Power of Brisbane, and T. Rogers of Perth are both making strong bids for top position. Brisbane has been over quota twice, and Perth three times. H. N. Varcoe of Melbourne is showing a decided improvement over the last contest, indicating a tough tussle for some of the leaders.

### NEXT ISSUE FEBRUARY 19th.

The next issue of Paramount "Punch" will be published on Wednesday, February 19th. Let's have news items from every Branch NOW!

### SELLING AD. SALES —AND HOW!

An Ad. Sales Manager's dream: To sell an exhibitor everything but the kitchen sink. H. Livingstone of Auckland recently had his dream answered when he sold the Majestic Theatre, Auckland, the following orders:

"Welcome Danger": 10 x 24, 4 x 6, 6 x 1, 3 x 3, 200 Daybills, 5,000 Couriers, 3 Sets 11 x 14, 2 Sets 22 x 28, 2 Sets 14 x 17, 20 Stills 8 x 10, 2 Slides, 1 Sound Trailer

"Greene Murder Case": 6 x 24, 2 x 3, 2 x 1, 3 Sets 11 x 14, 1 Sound Trailer, 2 Sets 22 x 28, 2 Sets 14 x 17, 20 Stills 8 x 10, 1 Slide.



R. Kivell has been appointed Ad. Sales Manager at Auckland, succeeding H. Livingston, who was promoted to Booker.

Wellington office welcomes Miss M. Rutter, who has joined the staff of the film room.

During Mr. Doepel's absence, Wildred Smeaton has been doing excellent work on Censorship, and has profited by a first-hand knowledge of this department.

Ad. Sales Department is being kept busy, and despite the fact that the new quota is thirty per cent. higher than that of last year, they have gone 'over' every week, and they assure everyone that they are going to keep on 'going over'—Watch them do it!



Above we have another of Paramount's outstanding 24-sheet posters, designed for the express purpose of selling seats. Distinctive and original in make-up, Paramount's ad. sales are without equal. Show them to each exhibitor and let him see for himself their true worth as patron getters.

### An Ad. Sales Order with Every Contract!



Vol. 4.—No. 4.

SYDNEY, AUSTRALIA.

February 19th, 1930.

### FIVE BRANCHES OVER QUOTA.

Abotomey Jumps 22 Points-Craig Blazes Trail.

Features of the intensive campaign for Quota in all parts of the Blue Ribbon territory are five branches and two districts over Quota, Abotomey in Perth jumping from last to fifth place, and nine Salesmen placing their zones over Quota.

Latest figures show Craig and his New Zealanders leading the districts with a healthy percentage of 130.31. Gawler's district went over Quota for second place.

Wellington holds its firm grip at the top of branch standings, with 130 per cent. Curry of Auckland stole second place from Hagon of Launceston, who fell into third position. Abotomey in Perth took the remarkable spurt of 22 points from last to fifth place, due to District Manager Henderson's good work out there. Recent installations of Sound equipments in several Far Eastern Theatres are sure to put Batavia, Soerabaya and Singapore in the running for top places.

Witherington in Queensland takes the lead among the salesmen with 140.22 per cent. Thompson in Wellington is second with 136 43 per cent., while Bill Blood, up in Queensland, holds third place. Milholland and Wanklyn in Victoria; Winch, Wood, and Easterway in New South Wales, are also over Quota.

There is no change among the Ad Sales Managers. Kuch of Wellington holds first place with a slight gain. Dilger of Launceston and Power of Brisbane are both over Quota, too.

### "THE LOVE PARADE" AWAITED IN N.Z.

Though the actual film of "THE LOVE Paramount's PARADE", is not yet in New Zealand, the principal topic of movie conversation in the Dominion centres round that picture. News has been coming through from Sydney of the magnificent business "The Love Parade" is doing at the Prince Edward Theatre, and the opinions of those now in New Zealand, who have had the opportunity of viewing the production, justify the growing feeling in the industry that Chevalier's latest will be the greatest sensation ever known in the Dominion.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.—No. 4. Feb. 19th, 1930.

### LUNCH HOUR by Rambler

Ever try your hand at statistics... Once I did but have been suffering ever since from the headache... Tried to figure out how much it cost a wear for an evening gown I once bought my wife... in a weak moment... she wore it four times and then considered it too old fashioned ... then I added the cost per wear to the cost of each evening... haven't been right since... Stan Craig once checked up on the number of times a ship rocked from Wellington to Sydney... Seven rolls every two minutes... this making 18,690 rocks in the 89 hour journey... Cecil Abotomey writes me that he tried to work out the number of telegraph poles he has passed while travelling by train during his two years in the wide open spaces of Northern Queensland... the only figures we need now to pass on to the world of science is the number of times Kenny will have to repeat the word "OMAHA" to be understood during his trip through the East... let that be enough for this issue.

### WORK-

The world's industrial and financial troubles are in the crucible of settlement. Their effects are reflected in practically every business. The Wall Street panic of last October, the notorious Hatry crash in London, the getting back to normalcy, all tend to make the present business depression in industries, other than our own, more serious. There is only one solution—WORK.

Most fortunately, our business is in a healthy condition. Every man and every department in the vast Paramount organisation has correlated activities to make our organisation as strong and circulated with life as progress demands. This is so, because every Paramount man knows the responsibility he carries. Every man knows that he is an integral part of the organisation. By playing an important part in Paramount, every person is thereby aiding materially in the rehabilitation of the country's problems of depression

"Te be forwarned is to be fore-armed", so while the healthy condition of this industry exists, I urge once again that every man renew his enthusiasm in this New Show World Contest, and show the rest of the world that we can hold our own. It means WORK—HARD WORK! And let me emphasise that Hard Work never hurt anyone. Every picture that we have—Sound or Silent—must be kept in steady bookings, to bring in every bit of revenue possible. Ad Sales must be sold in increasing quantities, while the pictures are in current release. We've got plenty of good outstanding Silent pictures, such as HAROLD LLOYD in "Welcome Danger", and MAURICE CHEVALIER in "Innocents of Paris", that will get big money in those theatres that are still screening Silent programmes.

LET'S GO to make this New Show World Contest the greatest thing we have ever done!

Jamstel of

### STAN CRAIG IN HEAD OFFICE.



SHCRAIG

Mr. Stan Craig, Paramount branch manager at Wellington, arrived in Sydney last Saturday by the s.s. Tahiti, accompanied by

Mrs. Craig and baby Joan. Stan's visit to H.O. is in the main for business purposes. He is having conference with Mr. John W. Hicks, Junr. and Mr. Clark regarding present and future business in New Zealand.

He reports that conditions in New Zealand in general and Wellington in particular are excellent. Almost every wired house in both islands is screening Paramount Pictures. Incidentally, Stan and his Wellington branch are heading the list in the percentage column.

#### JEFF RALPH

### AT PERTH

Jeff Ralph, formerly of the Accounts Department at Head Office, has been transferred to Perth in the capacity of Branch Accountant. He arrived in Perth last week to take up his new duties there.

Ralph joined the Paramount organisation in August, 1928, and has been connected with the H.O. Accounting Department since that time.





### AS AT FEBRUARY 15th, 1930.

#### DISTRICTS.

P	osi	tion.	Per Cen	t.
1	s.	H. Craig	130.3	1
2	F.	Gawler	100.9	0
3	$\mathbf{C}.$	E. Henderson	92.5	2

#### BRANCHES.

Position. Po	er Cent.
1 S. H. Craig, Wellington	132.00
2 H. Curry Auckland	127.36
3 A. W. Hagon Launceston	126.52
4 C. J. Shepherd, Brisbane	107.68
5 C. Abotomey Perth	101.36
6 W. E. Kirby Sydney	98.66
7 H. A. Kelly Melbourne	88.76
8 P. C. Board Adelaide	84.46
9 T. Kennard Singapore	67.77
10 A. Levy Sourabaia	55.82
11 A. Olsen Batavia	51.78

### SALESMEN.

Posi	tion.	Pe	r Cent
1 V	Vitherington,	Brisbane	140.22
2 F	. Thompson, V	Wellington	136.43
3 V	V. Blood	Brisbane	126.02
4 N	I. Milholland	Melbourne	115.69
5 R	. Wanklyn,	Melbourne	111.42
6 Z	one 3	Brisbane	107.55
7 R	. G. Winch .	. Sydney	107.40
	. Wood		
9 <b>G</b>	. W. Easterwa	y Sydney	102.18
10 C	. Hale	. Sydney	99.65
1 R	. Gubbins	Adelaide	77.40
2 H	. Hill	Perth	76.38

### KENNEBECK AND ROBINSON SAIL TO-DAY.





J. E. Kennebeck S. Robinson

Mr. John E. Kennebeck, Sales Promotion Manager, leaves to-day on the s.s. Nieuw Holland, on the first leg of his trip back to the United States. He plans to visit the Paramount branches in the Far East, China, Japan and the Philippines before going home. "Kenny" will join Mr. Hicks in New York for the annual Paramount Convention during the latter part of May, returning to Sydney in July.

At a luncheon attended by the staff last Friday, Kenny was well wished on his way by all Paramounteers and sincere appreciation of his efforts for Paramount in the past were expressed by all. At the same occasion, Mr. Sixsmith was welcomed home after a five months' tour of the United States and Europe.

Mr. Stan Robinson, a new addition to the Paramount staff, will accompany Mr. Kennebeck as far as Soerabaia, where he will remain for some time in the interests of the

company.

Position.

#### AD. SALES.

Per Cent.

1 B. Kuch Wellington	123.38
2 H. Dilger Launceston	
3 C. Power Brisbane	
4 T. Rogers Perth	98.94
5 H. N. Varcoe, Melbourne	85.88
6 J. O'Neill Sydney	83.75
7 R. Kivell Auckland	70.78
8 R. Henderson Adelaide	56.07

### Paramount in New Zealand

# FOUR THEATRES SCREEN PARAMOUNT THIS WEEK IN WELLINGTON.

Stan Craig, District Manager for New Zealand states that, in addition to the First Group of Paramount Sound Pictures, which have been sold solid in the main centres in the Dominion, a big percentage of the second Group has been contracted for with release dates fixed by the principal interests in each centre.

This week has seen Paramount dominating every town, and no less than four (4) Paramount all-talking pictures were screened simultaneously in Wellington. The pictures were Harold Lloyd's "Welcome Danger" at the Majestic; "The Virginian" at the Regent; "The Lady Lies" at the De Luxe and Richard Dix "The Love Doctor" at the Grand Opera House.

) um Gu	nound tures			Th	un eatr okea	e l by		Gunnan Gunnan
		AI	P R	IL			TITLES	TITLES
SUN	MON	TUES	W.E.D.	THUR		SAT		
		1	2	3	4	5		
6	7	8	9	10	П	12		
13	14	15	16	17	18	19		1
20	21	22	23	24	25	26		
27	28	29	30					

All Branch Managers and Salesmen will shortly hear more about the card pictured above from Messrs. Clark and Hurworth. In the meantime, get every date possible in April for Paramount and Mr. Hicks. Let's Go to make April our record month.

### NEW TALKIES ARRIVE

"Sierra" Brings Five.

Five of the New Show World talkies arrived in Sydney by the s.s. "Sierra" last Thursday, February 13th. The new productions are: "The Laughing Lady"; "Applause"; "Behind the Makeup"; "Half Way to Heaven" and "The Great Gabbo".

"The Laughing Lady" stars Ruth Chatterton with Clive Brook in the male lead.

"Applause" stars Helen Morgan, famous New York stage artist. Joan Peers, Fuller Mellish, Junr., and Henry Wadsworth are included in stage cast.

"Behind the Makeup" co-features Hal Skelly, William Powell and Fay Wray.

"Half Way To Heaven", Charles (Buddy) Rogers' latest picture. Adapted from "Here Comes the Bandwagon", Henry L. Yates' story of life in an itinerant carnival. Jean Arthur in the feminine lead.

"The Great Gabbo", James Cruze's sensational Sono-Art production. Stars Erich von Stroheim with Betty Compson in the feminine lead. To be released by Paramount throughout Australia, New Zealand and the Far East.

### ROGER LOGAN TO VISIT N.Z.

Roger Logan, H. O. accountant, is shortly to make a tour of inspection of the Paramount branches in New Zealand, in the interests of the company. The trip is to be a combined business and holiday tr.p, and protracted stops will be made at Wellington and Auckland. Mrs. Logan will accompany Roger on the tour.

### ALL WAYS ALWAYS!



#### Where's Yours? BRANCH NEWS - - - -

Paramounteers Adelaide tended a welcome to Mr. Cecil Abotomey and Mr. Jeff Ralph when they passed through this city on their way to Perth. They were conveyed to the office in Arthur Carpenter's baby Austin (Pansy), which goes to prove that even the smallest articles have their uses.

Harold Slade (Despatch Manager), is ably carrying on the work

of the Ad. Sales Dept. during the absence of Bob Henderson, who is on vacation.

### **NEW** ZEALAND.

Wherever we go these days, everyone is asking: "When are we going to have 'The Love Parade'." It must be a wonder -our anticipation is nearly strangling us.

"The Lady Lies" opened up a fortnight ago in Auckland to the most appreciative audience we have ever seen. It had a wonderful run, and everyone was highly pleased with the picture, and the result of

### HAPPENINGS in HEAD OFFICE licity Department, is the daddy of

Connie Irving is relieving in Mr. Herbert's department during the absence of Miss Oldroyd. It is reported that a marriage is in the offing. Congrats.. Connie!

New addition to H.O. car owners is Miss Edwards, who gets a smile from every traffic cop in her Chevrolet Sedan.



Owen Goodland, of the Pub-

VACATION. ON

Muriel Oldroyd of H.O. Film Service Department, is enjoying a

> little respite from civilisation She is making a tour of the South Sea Islands, per Burns Philp steamer.

> Elsie Kench from H.O. leaves for Lake Illawarra at the end of the week Sounds like a fishing trip, but you never can tell We'll await a report on it later.

Miss Murray, of H.O. Accounting Department. has just returned from Katoomba

Win Carrick of H.O. is also away on holidays. Didn't say where she was going, so can't make any comments, etc.

Bob Henderson, Adelaide Ad. Sales Manager, is seaside.



The boys of the Melbourne Branch—from left to right: L. J. Poliness (Accountant), M. Milholland (salesman), H. A. Kelly (Manager), R. Wanklyn (Salesman); H. N. Varcoe (Ad. Sales Manager), John Specterman (Publicity Representative). Murray, Roy and John certainly look nice in their cream holidaying at the pants. Maybe, that's why the picture was taken.

### SIXY GIVES "PUNCH" DETAILED REPORT OF HIS WORLD TOUR.



LUNCHING WITH NANCY CARROLL...
MEETING CHEVALIER... HELLO ALBERT
DEANE AND FAMILY...PARIS, CITY OF
TIPS.

(Written especially for "Punch" by Mr. James A Sixsmith.)

First let me thank Mr. Hicks and Paramount for the wonderful opportunity of seeing, not only pictures in the making, but all the other wonders of America and other parts of the world.

Before I left Sydney, I received many suggestions from friends. One was that I should book through Thomas Cook and Son, in order to avoid the usual difficulties encountered by a traveller. The person making the suggestion did not know Paramount. Commencing with San Francisco and right through America to New York, the various Paramount Representations left nothing undone for our comfort and entertainment.

In Hollywood I met Mr. Kaufman, Mr. Schulberg and Mr. George Abbott among the directors, and many stars. We lunched with Nancy Carroll and the next day with O. P. Heggie. We saw "THE VAGABOND KING", "POINTED HEELS" and "HALF WAY TO HEAVEN" in production. Of course, we visited 'The Grand Canyon'' and ''Niagara Falls". Words fail to express their greatness and beauty. My real surprise, however, was received in New York when we saw "The Paramount Building" in Times Square. I had, of course, seen models of it, but had not imagined anything so truly magnificent.

We visited the Long Island Studios and saw "THE BATTLE OF PARIS" and "T H E LAUGHING LADY" in production.

It was our good fortune that our visit to New York coincided with the Annual Ball of the Paramount "Pep" Club. It was indeed an education to see the entire staff of the Home Office of Paramount Famous Lasky Corporation assembled in one room. Here we were introduced to Mr. Lasky and Maurice and Madame Chevalier.

#### MEETING MR. ZUKOR.

Before leaving New York I was privileged to meet Mr. Zukor. No wonder Mr. Zukor has secured the unswerving loyalty of every employee. I could not imagine it to be otherwise, after having spoken to him personally.

I purposely refrained from any mention of Albert Deane and his wife, Dorothy, in order to assure their many friends that they are well and happy, and the proud parents of the most wonderful of wonderful babies. Donald. It would be impossible to say too much concerning the efforts of Albert and Dorothy to give us a good time in New York, and it was one of our greatest pleasures to renew our acquaintance with them. I say "them" purposely, as Dorothy no less than Albert, made us feel that we had known her for years.

My few words concerning America would not be complete without a reference to the American Theatres. The Paramount Theatre, New York, and the Paramount Theatre, Brooklyn, are exceptionally fine. In fact, everywhere the Publix Theatres were eye-openers. Their policy of "no tipping" has been extended to the Paramount Theatre, Paris, the city of tips.

We sailed from New York on the world's wonder ship, the "Bremen", leaving many good friends behind us.

#### IN EUROPE.

In England we visited the London Office of Famous Lasky Film Service Limited, and later renewed our acquaintance with Mr. and Mrs. Graham.

We travelled through Europe, joining the "Ormonde" at Naples. In Paris we met Mr. Mel Shauer, Mr. Osso and Mr. Blumenthal. On the Continent we certainly missed the wonderful service secured at the American hotels.

Paris, of course, was most interesting, but the thing which made the deepest impression on our minds was the Paramount Theatre. It was almost incredible to us that even here, Paramount had found it possible to introduce the system of "no tipping".

We left the "Ormonde" at Colombo, and two days later joined the French steamer, "Sphinx", for Singapore—at which latter port we arrived on December 22nd, 1929. We felt almost home again, being in territory controlled from Australia. We spent our Christmas in Singapore with Mr. and Mrs. Kennard and Mr. and Mrs. Verdayne. From Singapore we sailed for Batavia and spent our New Year's Eve with our old friends, Mr. and Mrs. Groves. We flew from Batavia to Sourabaia, where we met Mr. Austin Levy. Here, let me say, that our visit to the Far East was at once interesting, instructive and enjoyable, and we shall never forget the efforts of the above-mentioned, towards our entertainment and comfort. After two days at Sourabaia, we joined the "Malabar" for Sydney.

# Paramount Studio Lews

#### FLASHES!!!!

"Slightly Scarlet", a Continental adventure romance, co-starring Clive Brook and Evelyn Brent, has been completed. Fred Kohler, Helen Ware and Paul Lukas are in the cast.

"The Benson Murder Case", starring William Powell, is in production. Jean Arthur plays the feminine lead. Clive Brook, Neil Hamilton and Eugene Pallette are in supporting roles.

"The Big Pond", Chevalier's next, is nearing completion at the Long Island studios.



Philo Vance is sleuthing again. This time it is to discover the murderer of Mr. Benson in "The Benson Murder Case". The case must be a difficult one, because we see Philo donning glasses for the first time.

### "PARAMOUNT ON PARADE"

Greatest of Them All. (By JESSE L. LASKY.)

Many of you have seen the revues of other companies and no doubt expect something the same of our big production, "Paramount on Parade". However, we have had the same advantage, and it was our job to make a better revue. This, we believe, we have done.

We believe that our revue is better because ours is an intimate revue. While we have a mammoth production—or spectacle—our stars, each and every one of them, are right down in front. You get their real personality.

Instead of the usual master of ceremonies, we have Jack Oakie, Skeets Gallagher and James Hall acting in that capacity. They argue among themselves as to who will introduce the next artist, working in some splendid comedy.

We have used Maurice Chevalier as the back-bone of the production. This great French star, who is certain to be a tremendous drawing card for the picture, appears in one of the cleverest sketches in the whole film. He also returns four times in a big production number, and closes the finale. He is absolutely splendid in "Paramount on Parade", and will carry his laurels still further up the ladder after the release of this picture.

Personally, I am highly enthusiastic about the whole film. You will agree with me, I am sure, after you have seen "Paramount on Parade", that it is truly a remarkable production.

#### FLASHES!!!

Mal St. Clair has been assigned to direct "Dangerous Nan Mc-Grew", featuring Helen Kane. Stuart Erwin plays opposite. Production will start this month at Long Island.

"Sarah and Son", starring Ruth Chatterton, has been completed. Fredric March plays the male lead. Fuller Mellish, Junr., Doris Lloyd and William Stack are in the cast.

"Safety in Numbers" will be Charles (Buddy) Rogers' next starring production. Victor Schertzinger will direct. No cast selections have been made.



Gary Cooper and his horse seem to have a joke between themselves. Maybe it's in recollection of the fun they had spying on the Southern Army in "Only the Brave".

# AD-SALES! If it's worth RUNNING — it's worth ADVERTISING!

### KUCH, DILGER AND POWER OVER QUOTA.

At the end of the seventh week of the New Show World Contest, the Ad. Sales boys have recorded a percentage of 89.78 of their national quota. In those seven weeks, the national figure has been eclipsed on three occasions.

Wellington, Launceston and Brisbane each returned figures last week, that took them past their quotas. Ben Kuch of Wellington, with a fine percentage of 123.38, has a twenty point lead over H. Dilger of Launceston, who just heads Power of Brisbane for second place.

T. Rogers of Perth is just below quota with a percentage of 98.94 and there is no doubt that he will be on the right side of the ledger within the next two weeks if he keeps up the steady increase he has shown in his figures for the past few weeks.

Although there is no difference in the position of the Ad. Sales managers since last issue of 'PUNCH', everyone, with the exception of Auckland and Adelaide, has improved on their previous published percentage standings.

With Mr. Clark and Mr. Hurworth leading the sales force into new plans for increased sales and business, there is no doubt that the

### NEXT ISSUE

The next issue of Paramount "Punch" will be published on Wednesday, March 5th. Let's have news items from every Branch NOW!

### SELLING AD. SALES-AND HOW!

R. Henderson of Adelaide, turned in a good-sized Ad. Sales order last week. The big sale made to the York Theatre, Adelaide, on "Why Bring That Up?", is as follows: 10 24 sheets, 3 6 sheets, 9 1 sheets, 250 Daybills, 5000 Couriers, 6 sets 11 x 14, 24 Stills, one set 14 x 17, 1 set of oil paintings, 3 slides, d/c. and 3 s c. blocks.

next issue of 'PUNCH', will show more branches over their Ad. Sales q ota. "LET'S GO".

### PARAMOUNT SERVICE PRAISED.

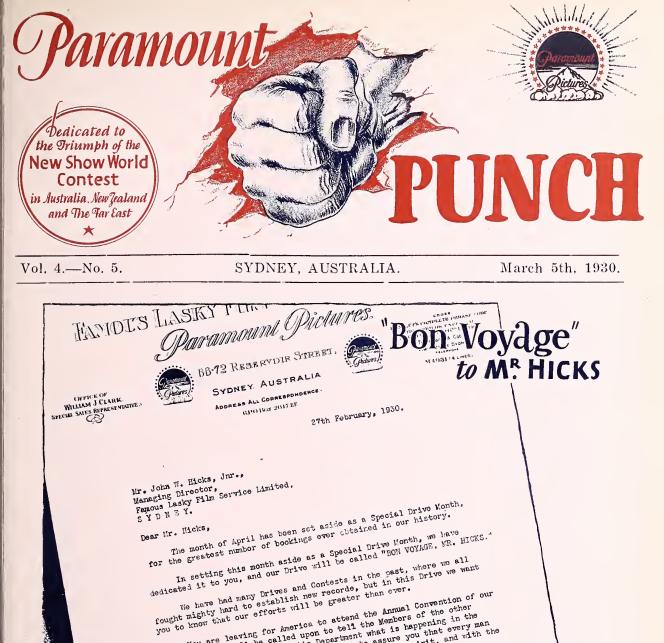
Almost every mail to Paramount's office in Wellington brings letters from Exhibitors complimenting Paramount on the excellent service given Exhibitors in the matters of Sound Pictures.

"The prints and discs are always in perfect condition, when received from your Exchange," writes the Manager of a Stratford Theatre, "and it is indeed a pleasure to have your intelligent Cue-sheet, which never fails to arrive with the Pictures.

This is certainly a bouquet to Mr. A. Saunders, who has charge of the despatch of prints from Wellington Branch and handles all incoming and outgoing shipments.



Here's a unique 24 sheet poster for a unique talkie comedy. Paramount Ad. Sales posters always typify the production they advertise. That's why they are the best seat-selling medium in the industry. They're sure-sellers and revenue-getters. Push them when you are selling Ad. Sales.



You are leaving for America to attend the Annual Convention of our You will be called upon to tell the Members of the other Company. You will be called upon to tell the Members of the other in the Poroisin Offices and the Domestic Department what is happening in the Poroisin Offices and the Domestic Department what is happening in the Poroisin Offices and the Domestic Department what is happening in the Poroisin Offices and the Domestic Department to assure you that every many Pathon Division. Foreign Offices and the Domestic Department what is happening in the Blue Ribton Division. We therefore want to assure you that every man like Ribton Division. We therefore want to assure you that one vith the greatest spirit, and with the ground that of the ground that the greatest spirit, and with the ground that ground the ground that the greatest spirit, and with the ground ground that ground the ground that ground the ground that ground the ground ground

When you leave Australia on your trip, we want you to work doubly hard during your absence.

everyone is going to work doubly hard during your absence.

When you leave Australia on your trip, we want you to we know of work doubly hard during your absence.

When you leave Australia on your trip, we want you to we know of work doubly hard during your absence.

When you leave Australia on your trip, we want you to we know of work doubly hard during your absence.

When you leave Australia on your trip, we want you to we know of which you have a second or work doubly hard during your trip, we want you to we know of which you have a second or we want y

William ! black. If Hurwortho.



### TO-MORROW-

Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.--No. 5. March 5th, 1930.

### LUINGHI HOUR by Rambler

Maybe someone has been wondering what subject we would use for this space in this issue... "Rambler" has been wondering, too... much to the annoyance of the printer... "Hey, what about the 'Lunch Hour' copy?" ... we've had shouted to us over the telephone... until we just had to sit down and write something in our best journalistic style... A party of Paramoungeers went flying last Sunday, so that gives us an excellent subject... Wilson Milligan, who has several solo hours to his credit and hopes to get his pilot's certificate in a few weeks... swung the "lead" with "Smithy" and arranged for a party at reduced rates... All those who went up are a'l thrilled about it... quite goofy, in fact... Wilson wanted to take the stick but somebody rudely inquired for a parachute... As the 'plane was landing after the first trip-Frank Deane discovered there were thirteen on board... Somebody tried to push Bert Matts over, but it was too late... the 'plane was on the ground ... "Rambler" didn't make the trip because it mentioned that "the free list was entirely suspended"....

"Free air to-day, free petrol to-morrow".



VER see that sign displayed outside a service station? Sure you have. It's given you quite a laugh. "Free petrol to-morrow? Why, to-morrow never comes. But I suppose he catches someone". Most of you have said

that, or words meaning such. You bet he catches someone. He catches YOU. You talk about his sign, and so advertise his business.

But, did you ever give this dope some honest-to-goodness thought? This "to-morrow". What slaves are we to it. How often have we said, "I'll fix that matter to-morrow?". And whilst you're waiting for to-morrow, the other guy has beaten you to the contract. Next time you want to put something off until to-morrow, think of the sign outside the petrol station. Let's concentrate on TO-DAY. Forget about that "to-morrow". Go after that new account, get that renewed contract TO-DAY.

After all, it all comes down to the centuries-old proverb, "the early bird catches the worm". How are you going to get that worm, if you wait for "to-morrow"?

Let's Go ..... TO-DAY.

Grondict-

Every mail to Head Office is bringing a parcel of "Bon Voyage" cards telling the story that the boys are getting the extra business for April. "Bill" Clarke has a scheme for the use of these cards which is a knockout. When Mr. Hicks leaves for the New York convention, each one of the cards will be joined together to make a farewell streamer.

Now it all depends on you boys as to just how long this streamer will be. Get your cards in to "Bills" Clark and Hurworth right now. This streamer has got to be longer than an Antarctic evening. Let's Go!

## WILKE PROMOTED TO SALES FORCE.



A new addition to the ranks of our sales force is Les Wilke.

Mr. Hicks announces his promotion from booker to salesman attached to the

Adelaide Branch.

Wilke joined Paramount two years ago as Ad. Sales Manager. All Paramounteers will wish him good luck in his new assignment.

Bob Henderson moves up from Ad. Sales Manager to the position vacated by Wilke, and Harold Slade steps up into the Ad. Sales Department from Despatch.

### STAN CRAIG RETURNS TO NEW ZEALAND



Stan Craig, general manager for New Zealand, who has been visiting head office, returned to Wellington last Friday by the s.s.

"Ulimoroa". He was accompanied by Mrs. Craig and baby, Joan.

During his stay in Sydney, Stan witnessed many of the New Show World pictures, including "The Love Parade" and "The Great Gabbo", and he returns to his territory filled with enthusiasm for our forthcoming releases.

### WEDDING BELLS —HEIGH HO!



Congratulations are in order to Miss Vera Allen of the Head Office Film Inspection Department, who

is shortly to become the blushing bride of Mr. Ted McGaum of the Majestic Theatre, Bankstown.

Vera has been with Paramount for nearly eight years.



AS AT MARCH 1st, 1930.

#### DISTRICTS.

Po	siti	on.		Per	r Cent.
1	s.	н.	Craig		124.49
2	F.	Ga	wler		101.68
3	C.	E.	Henderson		94.28

#### BRANCHES.

Position. Per	r Cent
1 A. W. Hagon Launceston	159.62
2 S. H. Craig, Wellington	128.05
3 H. Curry Auckland	118.26
4 C. J. Shepherd, Brisbane	108.80
5 W. E. Kirby Sydney	99.33
6 C. Abotomey Perth	99.01
7 H. A. Kelly . Melbourne	89.30
8 P. C. Board Adelaide	82.8

#### SALESMEN.

Position. Per	r Cent.
1 W. Witherington Brisbane	138.37
2 F. Thompson Wellington	128.10
3 W. Blood Brisbane	122.32
4 R. G. Winch Sydney	104.99
5 R. Wanklyn, Melbourne	104.12
6 M. Milholland Melbourne	103.50
7 G. W. Eastaway Sydney	101.52
8 Zone 3 Brisbane	101.34
9 H. Wood Sydney	100.39
10 C. Hale Sydney	99.06
11 H. Hill Perth	75.32
12 Les Wilke Adelaide	71.31

# TALKIES IN EAST ARE TREMENDOUS SUCCESS

Although only about one per cent. of the inhabitants of Java and the Dutch East Indies understand English, fourteen theatres in that territory will be wired for talkies within the next six months, according to Austin Levy, Branch Manager at Soerabaia, who is at present in Head Office.

Austin explains that the reason for the unexpected success of talkies there is due to the fact that the inhabitants are given the opportunity of enjoying real first class musical entertainment. It is the music and dancing that "gets" the natives, so he says, hence the popularity of sound pictures.

"The first talkie to the screened in the East," said Mr. Levy, "was Paramount's 'The Cocoanuts'. Of course, the natives did not appreciate the wise-cracks of the Four Marx Brothers, but the effect that the choruses and Mary Eaton's singing and dancing had on them was nothing short of a sensation."

#### AD. SALES.

Pos	sitio	on. P	er Cent.
1	В.	Kuch Wellingto	n 121.70
2	C.	Power Brisban	e 95.95
3	$\mathbf{T}_{\boldsymbol{\cdot}}$	Rogers Pert	h 9 <b>5.3</b> 3
4	н.	Dilger Launcesto	n 91.57
5	Н.	N. Varcoe, Melbourn	e 84.72
6	J.	O'Neill Sydne	y 79.64
7	R.	Kivell Aucklan	d72.52
8	Η.	Slade Adelaid	le 58.37

### LAUNCESTON NOW LEADS FIELD.

HAGON'S SENSATIONAL GAIN OF 33 POINTS—SYDNEY RISES STEADILY
—CRAIG STILL LEADS DISTRICTS.

The outstanding feature of the "New Show World" Contest standings published in this issue of "Punch", is the sensational figures recorded by Bert Hagon of Launceston. With a high percentage of 159.62 per cent., Hagon's branch steps from third to first place.

Launceston has now a very substantial lead over Craig of Wellington, despite the latter's worthy percentage of 128.05 per cent. Although Harry Curry of Auckland has dropped 9 degrees, he has still a decided lead over Brisbane, who have moved their percentage up to 108.80 per cent. Kirby of Sydney has displaced Abotomey of Perth with a percentage of 99.33 per cent. Sydney's figures have been steadily increasing since the commencement of the Contest, and the next few weeks should see them over quota.

No sensational changes have been made by the Districts. Both Gawler and Henderson show increased percentages, but this has not affected their positions.

Among the salesmen, the positions are practically unaltered. W. Witherington still holds his big lead over Thompson, with B. Blood a close third.

Among the Ad. Sales Managers, Ben Kuch holds his firm grip at the top with a high percentage of 121.70 per cent. Brisbane, with a percentage of 95.95 per cent. is fighting hard to hold second place from Perth, whose figures are 95.33

per cent. Despite the big jump by Launceston in film sales, Dilger drops from second place to fourth.

### "BIG POND" ANOTHER TRIUMPH FOR CHEVALIER

Maurice Chevalier's latest talking and singing production for Paramount, "The Big Pond", has been declared by critics who previewed the picture recently, to be another outstanding triumph for the inimitable French star, if not the best picture of his career. "The Big Pond" was completed a short time ago at the Long Island studios and a hurried preview arranged to determine the success of bi-lingual production methods. Not only was the new system of filming a complete success, but the general quality of the picture itself was found to live up to every expectation as another Chevalier triumph.

Judging by the enthusiasm with which "The Big Pond" has been received by the favored few who attended the preview, the in mitable Frenchman, who has kept the money rolling into the box-office with his two previous productions, will keep right on breaking hearts and box-office records infinito.

### MR. LASKY HAS NARROW ESCAPE

Word has been received of an accident in which Jesse L. Lasky nearly lost his life, while on a holiday jaunt in the wilds of Mexico. Mr. Lasky, his son and Mr. Kenneth Wortley were shooting the rapids of the little-known Balsas River in the State of Geurrero, when the canoe in which they were travelling was caught and overturned. Mr. Lasky swam toward the shore, where his son and another member of the party reached him before he became exhausted.

Mr. Lasky and his party are now back in Hollywood, having suffered no ill effects as a result of their dangerous exposure.

### ALL WAYS ALWAYS!



#### BRANCH NEWS Where's Yours?



Charlie Donaghey, N.S.W. Accountant, and Stan Craig, General Manager of N.Z., were recent visitors at this office. Both seemed quite impressed with our new building.

Miss Daley, telephonist, is recovering from a bad case of sunburn, contracted a short time ago at the beach.

George Hays, assistant booker, was entered in the St. Kilda Swimming Championships on March 1st. The results were not to hand when we went to press.

Welcome to Miss P. Turner of Auckland Branch to the N.S.W. Booking Department. Looks like a New Zealand invasion.

We welcome also Miss Ailsa Craighead who joins the Accounts Department.

Everyone is on their toes for the New Show World contest. Hope to head all Branches in the number of extra business cards for April.



#### ON VACATION.

Bert Kelly, Melbourne Branch Manager, goes on holidays next Saturday. Most of his time will be spent at Cowes and on motor trips in the country.

Miss Cassidy of the Melbourne Booking Department is away on annual holidays. Left no word as to where or how time would be spent. Presume she is resting.

Sylvia Bremner of the N.S.W. Accounts Dept. is holidaying at Terrigal.

Jim Flannery, first lieutenant to Len Jones in Head Office Ad. Sales, leaves next week with Jack Taylor of Film Service Dept. for Wallacia. Just a couple of sheiks on the warpath.



Mr. Whittle of H.O. Accounting Department has returned from a fortnight's pruning the rosebushes and weeding the garden.

Flo Thurston has been selected to represent the N.S.W. Ladies' Club at the Interstate Regatta in Adelaide on May 10th. Congratulations.

Elsie Kench is back from a protracted fishing trip to Lake Illawarra. Reports plenty of bites. Didn't say whether they were fish or mosquitoes.

### Bits from Brisbane

Bob Sapsford, our booker, is now convalescing after a serious illness. His speedy return to health is the wish of all in the Brisbane Branch.

Our two Bills, Blood and Withrington, are both out in the territory collecting big contracts for the month of April.

"The Love Parade" is doing splendidly at the Wintergarden. Cyril Power unloaded a big order of Ad. Sales material to help things along.

Cleave Shepherd lands £40 prize in the Golden Casket. Heigh Ho!

new employee, Lawrence HAPPENINGS in HEAD OFFICE Slade, has come to this Branch to assist Bob McMurray in the Film Inspection Department. Lawrence Slade is a brother of Harold Slade, and if he follows in the footsteps of his brother he will soon be a real Paramounteer.

> Les Wilke is elated upon his promotion to Salesman, and he has declared that he is going to secure the greatest number of April play dates of any Salesman in Australia. He has jumped off the mark enthuslastically, and from the results achieved so far it seems that his statements will prove true.

### PUBLICITY DEPT. SETS NEW RECORD.

The Publicity Department obtained 9.741 inches of space in the many newspapers throughout Australia and New Zealand during the month of January. This constitutes a new record, easily beating the previous mark of 8.451 inches.

In view of the fact that Paramount publicity stories are printed in nearly 300 country and metropolitan newspapers each week, this service is of inestimable value, not only to the exhibitor screening Paramount pictures, but also to the salesman on the road selling Paramount product. Paramount publicity is the only material that gets a play of any nature in country journals, and is therefore creating ready-made audiences for exhibitors.

# "THE GREAT GABBO" HAS MUSICAL HITS

"The Great Gabbo" contains two remarkable musical numbers, "I'm in Love With You" and "The Web of Love", which are plugged very strongly throughout the picture. Other good numbers are "Icki", "I'm Laughing", and "The New Step". The publishers are enthusiastic about the production and are preparing a big campaign. Gramophone records have already been issued for "I'm in Love With You" and "The Web of Love", by H.M.V. and Brunswick. Columbia Records will be available shortly, as also will be the Mastertouch Music Rolls.

"I'm in Love With You" looks like being the greatest dance and song success of the year, and will be the means of getting valuable tieups with music dealers throughout Australia and New Zealand.

## **PARAMOUNT FRSONALITIES**

AS SEEN BY
GEOVAE SAWYENCE



## A Paramounteer on Parade!

Posed especially for "Punch" by Arthur Naylor, Manager Statistics Department, Head Office.

### PARAMOUNT PLAYERS SIGN NEW CONTRACTS.

Eugene Pallette, Stuart Erwin and Stanley Smith have recently signed new long-term contracts with Paramount. Pallette made his talking picture debut in "The Canary Murder Case". Since that time he has appeared in a number of outstanding Paramount talkies. current role is in "Let's Go Native", Paramount's new screen operetta. Erwin first appeared in "Sweetie". He is now completing a role in "Young Eagles", Paramount's audible "Wings". Smith also made his initial talkie appearance in "Sweetie". He has just completed the male lead in "Honey", the screen version of "Come Out of the Kitchen".

### THE NEW YEAR.

PARAMOUNT EXECUTIVES' OPTIMISTIC VIEWS.

The present year of 1930 will be a banner year in the history of the motion picture business, according to Mr. Adolph Zukor, President of Paramount, in a statement to the trade in America. "The motion picture industry has just closed the most successful year in its history," he says, "and the prospects for 1930 lead me to believe that it will be a banner year in every branch of the business.

"Never has the outlook been better. Our theatres are getting finer pictures for exhibition and they are presenting them in clean, comfortable surroundings. All of this builds for public confidence, which already has been shown in increased attendance. Just as 1929 was the greatest year in the history of Paramount Famous Lasky Corporation so do we expect 1930 to be even greater."

Mr. Jesse L. Lasky, vice president and production chief, expresses similar views regarding the bright outlook for producers this year. "Never in the history of the motion picture industry have producers faced better prospects than those which appear on the horizon," he asserts. "Talking pictures have hit their stride and their popularity has been proven beyond any doubt at the box-office. Our studios have come through the transition from silent to sound pictures in a manner most gratifying to those of us primarily interested in production.'

#### OUR SYMPATHY.

The deepest sympathy of every member of the Paramount organisation is extended to Miss Fuller of the N.S.W. Film Inspection Department, in the loss of her sister who passed away at St. George's Hospital on February 20th.

# Paramount Rugio Jews



"Isador the Toreador" is the part played by Harry Green in "Paramount on Parade".

### FLASHES!!!!

Clara Bow will shortly start work on a new talkie, tentatively titled "True to the Navy". No supporting cast selections have been made.

"Honey", the musical screen version of "Come Out of the Kitchen", has been completed. Stars Nancy Carroll with Stanley Smith, Lillian Roth, Skeets Gallagher and Harry Green in the cast.

# "LET'S GO NATIVE" WILL BE COMEDY SENSATION.

Advance information on "Let's Go Native", Paramount's new musical comedy, leads one to believe that it will be one of the greatest and funniest musical presentations to appear on the screen. It looks like "The Love Parade" and "Sweetie" rolled into one.

Take a look at the cast: Jeanette MacDonald and James Hall in the singing lead. Jack Oakie, Skeets Gallagher, William Austin and Eugene Pallette forming the greatest collection of comedians ever to appear in one picture. Kay Francis and David Newell as the menaces.

Then there is the theme: Millionaire society people with their chauffeurs and maids are wrecked on a desert isle. What a setting for a musical comedy!



Just a couple of stokers. William Austin and Jack Oakie as they appear in one of the humorous scenes from "Let's Go Native".



Wisecracking Richard "Skeets" Gallagher, who, with James Hall and Jack Oakie are the M.Cs. of Paramount's film festival. "Paramount on Parade".

### FLASHES!!!

"The Light of Western Stars" has gone into production in Hollywood. Richard Arlen is starred. Mary Brian plays opposite.

"Roadhouse Nights" has been selected as the final title for "The River Inn", featuring Charles Ruggles and Helen Morgan. Recently completed by Hobart Henley at Long Island studios.



### AD. SALES BOYS AFTER INCREASED ORDERS.

#### POWER FIRST OFF MARK.

In response to a general letter to all Ad. Sales Managers from Len Jones, Cyril Power of the Brisbane Exchange, lost no time in getting after increases on present standing orders. Although this special drive has only been in operation a few days, Power forwards two increased orders which other Ad. Sales Managers will find hard to beat. From the Valley Theatre, Brisbane, he obtained over and above the standing order for three pictures, additional material as follows:—Two 24-sheets; one 3-sheet; two 1-sheets; 25 daybills; 1,000 couriers and a sound trailer. From the Tivoli Theatre, Brisbane, Power secured an increase on the standing order for "Sweetie" which amounted to nearly five pounds' worth of material.

With Power starting off the drive with such achievements, there is no doubt that this will be an incentive to other Ad. Sales Managers to secure bigger and better increases.

The branches have been divided into classes as follows:—

Class A: Sydney and Melbourne. Class B: Brisbane and Wellington. Class C: Adelaide and Auckland.

Class D: Launceston and Perth,

In each issue of "Punch" the progress of the drive will be published and by next issue it is hoped that every branch will have opened their scoring. To date Brisbane is the only branch to record increases. LET'S GO!

### NEXT ISSUE, MARCH 19th.

The next issue of Paramount "Punch" will be published on Wednesday, March 19th. Let's have news items from every Branch NOW!

### SELLING AD. SALES— AND HOW!!

The Ad. Sales order obtained by Ben Kuch of Wellington from the Majestic Theatre, Wellington, for "The Mighty" wins space in this honor panel.

The order is as follows:—3 six sheets; 2 three sheets; 6 one sheets; 1 slide; 4 sets 8 x 10; 3 sets 11 x 14; 2 sets 22 x 28; 1 single column block; 1 double column block; 1 three column block; and a sound trailer.

### A GREAT POSTER FOR A GREAT PICTURE.



A great poster for a great picture. The one word, "quality" describes Paramount posters, and that's why they sell on sight. Exhibitors in your territory will soon be making arrangements to screen this sensational picture. Don't let them overlook the seat-selling value of the 24-sheets on this production. Push them. Help the exhibitor and increase your revenue.

### An Ad. Sales Order with Every Contract!



Vol. 4 — No. 6.

SYDNEY, AUSTRALIA.

March 19th, 1930.

### CRAIG STILL HOLDS FIRST PLACE!

NEW ZEALANDER'S SUBSTANTIAL LEAD — PERTH MOVES UP — SIX SALESMEN OVER QUOTA—FAR EAST SHOW INCREASES WITH TALKIES.

Latest standings in the New Show World Contest show that Stan Craig, with a percentage of 120.19, still holds a substantial lead over the districts controlled by Fred Gawler and Claude Henderson. The former's district record a percentage of only .75 below quota, Henderson in the nineties, arrives back from a ten weeks' tour of his district, during which he has considerably pepped up sales and made a slight increase in his figures.

Hagon, of Launceston Branch, still holds a fair lead over Wellington, whilst Curry, of Auckland, is fighting hard to hold third place against Abotomey, of Perth, who has recorded an increase of eleven per cent. With this increase Abotomey jumps above Shepherd and Kirby.

Jack Groves sends a cable from the Far East that is packed full of enthusiasm for the success of Paramount Talking pictures. Theatres are becoming wired daily in that territory, and already tremendous grosses are being taken with Paramount product. By the next mail we should see the Far Eastern branches well on their way to quota. Altogether six salesmen are over quota, Witherington holds his position at the top, with Thompson second. Hale, of Sydney, with a rise of 10 per cent., jumps from tenth position to fifth. Dick Winch is another to make a big jump.

Among the Ad. Sales boys, Rogers, of Perth, steals second place from Power, but Kuch still remains with a firm grip at the top with a percentage of 106.92.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.-No. 6. March 19th, 1930

### LUNCH HOUR by Rambler

The boys in Head Office have become real boxing enthusiasts... Jack Palice conducts bouts every lunch hour and these little scraps are drawing big houses, A movement is on foot to hold a tournament between Branch Managers at the next convention. Imagine the interest it would arouse with such these: "Piccadilly contests as Harry" Curry v. "Dynamite" Hagon; "Hurricane" Kirby v. "Big Boy" Craig; "K.O." Kelly v. "Killer" Shepherd; Claude Henderson, "The Glasgow Tiger" v. "Bottles" Abotomey; and "Holein-One" Gawler v. "Rough House" Board. The entrance fee is free. Already we have received Claude Henderson's entry.

### GET THE CASH.

The New Show World contest, which every member of the Blue Ribbon Bunch has taken upon themselves with enthusiasm, is bearing REAL results. I am pleased with every effort you are all putting forward to keep it alive and to reach the objective that we have set.

The boys in Head Office and in the field are getting the business, but I must remind you that getting a contract is only part of a sales transaction. The sale is not complete until the cash collection has been made.

Our business is a strictly cash one. The exhibitor is paid in cash by his patrons, so there is no reason why film rental should not be paid the moment the picture is screened.

Your results for the year will depend not only on the revenue produced. The condition of your accounts will be taken into consideration as well. The first quarter of the year ends on March 29th, and I want you to have every account cleaned up before that date.

Let's go now and make the next few weeks the biggest in our history for cash collections.

Inombiel of



PARAMOUNT'S OWN KIBITZER: Fred Gawler tells world champion golfer, Walter Hagen, how he can improve his drive.

### PARAMOUNTEERS TAKE TO WINGS

Another sign of Twentieth Century progress comes with the report that Fred Gawler, District Manager, and Cleve Shepherd, Brisbane Manager, have forsaken the usual method of travel in favor of Air Mail. Last Week, Fred was able to reach Brisbane in time to beat a telegram which he had dispatched before he left Sydney.

### PARAMOUNT SECOND IN BASEBALL LEAGUE.

When the Paramount Base-ball Club decided to enter two teams in the Summer Baseball competition, it was not expected that the teams would meet with as much success as they did.



The first grade H. E. Flynn, team met with Manager Paramount more success than Baseball Team. the second grade,

although the running was even at first. The first grade fought many hard battles and scraped through many games till they drew level with St. George and Kiora, both teams of many seasons' standing. It then rested with Paramount and St. George to play for the final, and the premiership of the Summer League rested with the result of this game. Unfortunately the day was wet, and St. George were better batsmen under such conditions, and Paramount went down in a hard fought battle. Thus in their first season in First Grade Paramount surprised Baseball many who know a lot about the game and finished in second place.



AS AT MARCH 15th, 1930.

#### DISTRICTS.

Position.				Pe	r Cent.	
1	S.	H.	Craig		 	120.19
2	F.	Gav	wler .	<b>.</b>	 	99.25
3	C.	E.	Hende	rson	 	95.46

#### BRANCHES.

Position. Pe	er Cent.
1 A. W. Hagon, Launcestor	147.93
2 S. H. Craig Wellington	123.39
3 H. Curry Auckland	114,59
4 C. Abotomey Perth	110.22
5 C. J. Shepherd . Brisbane	109.32
6 W. E. Kirby Sydney	95.93
7 H. A. Kelly Melbourne	88.72
8 P. C. Board Adelaide	85.40
9 <b>A. Levy</b> Soerabaya	80.30
10 T. Kennard Singapore	66.00
11 A. Olsen Batavía	61.51

#### SALESMEN.

Pos	r Cent.	
1	W. Witherington, Brisbane	149.27
2	F. Thompson, Wellington	125.47
3	W. Blood Brisbane	119.27
4	R. G. Winch Sydney	113.67
5	C. Hale Sydney	109.91
6	M. Milholland, Melbourne	102.67
7	R. Wanklyn Melbourne	98.86
8	H. Wood Sydney	94.23
9	E. Hill Perth	78.19
10	L. Wilke Adelaide	71.80

#### N.Z. Paramounteers.



The Paramount Trade Mark, painted on the lift-tower, makes an effective background; three of the Wellington girls—(L. to R.) Misses Verna Browne, Mary Anderson and Alberta Fritzgerald find their foothold not too sound:they're standing on half-exposed water tanks. All due apologies to Wellington's windy weather! (O.K. Dorothy—E.D.)

#### AD. SALES.

Position. Pe	r Cent						
1 B. Kuch Wellington	106.92						
2 T. Rogers Perth	101.70						
3 C. Power Brisbane	95.28						
4 H. N. Varco . Melbourne	87.43						
5 H. Dilger Launceston	84.45						
6 J. O'Neill Sydney	78.23						
7 R. Kivell Auckland	74.88						
8 H. Slade Adelaide	60.04						

### "APRIL HAS GOT TO BE OUR BIGGEST MONTH"



W. J. Clark.

### A PLEDGE TO BE HONORED.

"We have pledged to Mr. Hicks that we will make the month of April the biggest that the organisation has ever experienced. This pledge has got to be honored and it rests with you boys in the field to book every available date that exhibitors have for April.

"The time is drawing near when Mr. Hicks will sail for the New York Convention. On that day we want to hand him your message of 'Bon Voyage' in the form



W. Hurworth.

of a parcel of cards showing the extra dates booked for April. That parcel has got to be the largest piece of Mr. Hicks' luggage to the States.

"We want to be able to tell him that the month is booked solid. What a kick Mr. Hicks will get out of the fact that whilst he is away his boys are putting over the biggest month on record."

"Let's Go. Boys!"

William f. Clark.

Muworth

# PAR. CAMERAMEN CAPTURE ANTARCTIC WASTES.

Paramount News Cameramen Joseph Rucker and William Vander Veer, who were attached to Byrd's Antarctic Expedition, have returned to civilisation with the most startling story of hardship and triumph yet obtained in motion pictures. They are now in New Zealand, awaiting a ship to take them to Hollywood with their precious film, where it is to be made into one of the outstanding feature length pictures of seasons.

The camera record of Byrd's epic flight to the South Pole has been preserved for the screen only through the resourcefulness and devotion to duty of those intrepid Paramounteers.

### MR. ZUKOR SENDS SPECIAL CABLE LAUDING "PARAMOUNT ON PARADE"

Following is the copy of a cable received by Mr. Hicks from Mr. Adolph Zukor, which speaks for itself:

"PARAMOUNT ON PARADE" IS THE BIGGEST BOX OFFICE ATTRACTION THE TRADE HAS TURNED OUT IN YEARS STOP AUDIENCE APPLAUDED AFTER EVERY EPIOSDE STOP EACH STAR DOES SOMETHING WORTH WHILE IN ADDITION IT IS FULL OF NOVELTY SURPRISES AND OCEANS OF COMEDY STOP IT WILL BREAK ALL LONG RUN RECORDS IN LARGE AND SMALL CITIES ALIKE EXCELLENT FOR FOREIGN MARKET. REGARDS.

ADOLPH ZUKOR.

### ALL WAYS ALWAYS!



#### BRANCH NEWS - Where's Yours

Mr. Claude Henderson has been a welcome addition to the Adelaide Office for the past ten days, and is leaving here for Melbourne this week. We are glad to state that his younger daughter Joyce has quite recovered from tonsilitis, which necessitated an operation while in Adelaide.

Adelaide has been breaking all records in heat waves for the past two months, but the biggest record breaker this year will be "THE LOVE PARADE", which commenced its season here on the 15th March.

On the anniversary of his twentythird birthday, Booker Bob Henderson was presented with a very edible cake decorated with twentythree candles, by Miss N. Tate, of the Accounts Department. Suffice to say the other members of the staff have furnished Miss Tate with the dates of their respective birthdays.

### STILL NO REPORTS FROM-

Brisbane, Perth. Launceston New Zealand.

WHY?



#### ON VACATION.

Thelma Wllett, of H.O. Accounting Dept., left for a fortnight's respite from work this week. Says she hopes to kill a few rabbits in or around Bathurst.

Heather Sommerville and Nell Adler are "holidaying" in several flooded towns on the South Coast. Charlie Hale led a relief party on Saturday last to rescue the marooned girls.

Beth McDougall is fishing at Huskinson, N.S.W. Miss Ailsa Craighead, from N.S.W. Accountants' Dept., s relieving in the Publicity Dept., during Miss McDougall's absence.

Roy Howard, right-hand man to Charlie Gatwood, has the family at Austinmer for a few weeks.

### MURMURS From MELBOURNE



Lou Poliness has just bought a new house. We believe that Frank Heydon is giving him some tips on gardening.

Claude Henderson, District Manager, has just returned from a 10weeks' trip to Western Australia and South Australia.

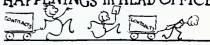
#### PUNCH REPORTER.



Introducing a dainty member of 'Punch' editorial staff. Miss M. Osborne, who is responsible for the Adelaide Branch contributions.

Miss M. Osborne.

### HAPPENINGS in HEAD OFFICE



Jim Flannery and Jack Taylor wire from Wallacia to the effect that they played to a capacity house on their opening night.

A newcomer to H.O. is Miss Nell Bennett, of the Traffic and Customs Department. Miss Bennett comes to Paramount fully experienced in Censorship, having been a member of the Commonwealth Censor's Department for a number of years.

# DNFY

Sylvia Bremner back from a holiday at Terrigal . . . and how. Mr. Kodak was busy, and Sylvia has some very interesting snapshots. Ask her to show you the one of the B.F. (B.F. stands for boy friend in case you don't know).

Edna Turner steps up from the Despatch Dept. to N.S.W. Book-

ing Dept. Newcomers to the branch are Olive Wilson and Dick Horwood. Both to the Despatch Dept.

Howdy!

# "VAGABOND KING" FOR PRINCE EDWARD.

Mr. John W. Hicks, Jnr., announces that "The Vagabond King", Paramount's all-color singing romance, will be the next extended season attraction at the Prince Edward Theatre, Sydney.

Based on Justin Hunty McCarthy's famous story, "If I Were King", and the stage operetta, "The Vagabond King", the screen production has been lauded by American press critics as one of the outstanding achievements of motion picture endeavor. Dennis King. the star, is supported by Jean-MacDonald, who scored such a success in Maurice Chevalier's "The Love Parade", O. P. Heggie, Warner Oland and Lillian Roth. Ludwig Berger directed the picture.

The release of "The Vagabond King" at the Prince Edward Theatre will mark the sixth successive Paramount extended season attraction to be screened at that house

"The Vagabond King" is expected to open early in April, following the completion of the season of "The Love Parade".

### OH, YEAH!

Head Office Caretaker to Ted Kirby: "Excuse me, Mr. Kirby, but could you tell me your telephone number. Quite a lot of people ring up during the night."

### DARAMOUNT ERSONALITIES

AS SEEN BY
GEOVAE LAUVYENCE



Posed especially for "Punch" by Stan Craig, General Manager for N.Z.

# THE KING'S VOICE RECORDED ON SOUND NEWS.

A unique item in Paramount Sound News No. 52 is the recording of the King's opening speech at the Naval Disarmaments Parley in London.

By special arrangement with the Columbia Broadcasting System and Victor Radio of U.S.A., the speech was broadcast to America where it was recorded by Paramount. This is the first occasion that actual radio has been reproduced in a talking picture.

# "LOVE PARADE" SETS NEW RECORD FOR MELB. OPENING.

"The Love Parade" Maurice Chevalier's second Paramount production, set a new high first-night record at the Athenaeum Theatre, Melbourne, on its opening night at that theatre, March 15th. The figure attained by "The Love Parade" eclipsed all previous boxoffice takings by a considerable margin.

In view of the success which attended "Innocents of Paris" in the Southern capital and the enthusiastic reception accorded Chevalier's second picture on the opening night "The Love Parade" seems destined to create more larger records at the Athenaeum before its season is brought to a close.

# "STREET OF CHANCE" IS POWELL'S BEST.

"Tht Street of Chance", William Powell's first starring picture for Paramount, is undoubterly the best all-talking production in which he has appeared. The story is human and appealing.

Powell portrays a metropolitan gambler in league with the underworld. His superb handling of this most difficult role is by far the greatest work of his worthy career. Kay Francis, cast as the gambler's neglected wife, forsakes vamp roles for an intensely human one. Her sympathetic treatment of the part marks her as an unusually fine dramatic actress.

You haven't seen Powell until you've seen "Street of Chance". It's a great talkie. (B.W.)

#### "TRUE TO THE NAVY" FOR CLARA BOW.

"True to the Navy" has been selected as the title for Clara Bow's next all-talking picture. The story is the work of Keene Thompson and Doris Anderson. Paramount staff writers. Maude I Fulton, noted playwright, is adapting it for the screen.

"True to the Navy" depicts Miss Bow as a soda fountain clerk who is particularly partial to sailors. No cast selections have been made to date, but filming is scheduled for this month at the Hollywood studios.

### 'SPECIFIED WEATHER" **CREATED** ON SOUND STAGES.

Paramount directors at the Hollywood studios. constantly searching for methods by which talking pictures may be more realistically produced, are now utilising the newly installed ventilating system for the creating of "specified atmosphere" on the sound stages.

When a winter scene for "Sarah and Son" was in production, the temperature was forty degrees. At the next stage spring balminess greeted the artists of "Honey".

### CHEVALIER'S NEXT "TOO MUCH LUCK"

Maurice Chevalier's next alltalking picture for Paramount has been tentatively titled "Too Much Luck". It is from an original story, and is being adapted for the screen by Robert Presnell, adaptor of "The Big Pond".

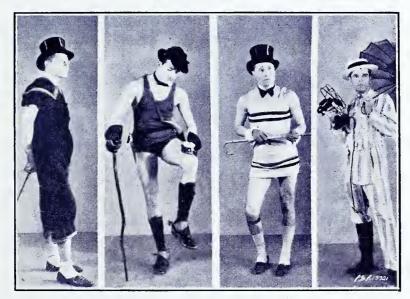
Like "The Big Pond", "Too Much Luck" will Iso be produced in both English and French dialogue.

#### FLASHES!!!

"Let's Go Native, new sensational musical comedy, has been completed. Jean ette MacDonald, James Hall, Jack Skeets Oakie. Gallagher, William Austin and Eugene Pallette in the cast.

"Young Man Manhattan' now in production. Norman Foster, Claudette Colbert and Charles Ruggles head stellar cast.

Two



HOT WEATHER WEAR FOR MEN!... Working on the theory that if women are permitted to dress for comfort the same should apply to men, these Paramount featured players offer a few suggestions for masculine coolness. Jack Oakie first shows the possible evening wear. The second picture is of David Newell in the correct cool hiking costume; nothing has been omitted. Black Crows in With the oaddition of a pillow, soft, of course, the same costume may be A.E.F.", star-converted into riding togs. Jack Oakie next illustrates the well-dressed man may ring Moran and be thoroughly correct in nearly every detail, yet comfortable for afternoon Mack, completed. The fan may be given power from a small battery worn on the back... The Joan Peters, Neil boots are extremely comfortable when filled with cracked ice.

#### FLASHES!!!!

Hamilton, Walter McGrail and Weems head supporting cast. Richard Wallace directed.

"Dangerous Nan McGrew", featuring Helen Kane, started at Long Island. Mal St. Clair directing. Stuart Er-Win, James Hall and Victor Moore in cast.

Paramount has "The purchased General", European stage success by Ludwig Zilahy, noted Hungarian playright. To be one of the big features for 1930-31.



### POWER LEADS INCREASED ORDERS DRIVE.

## AD. SALES BOYS AFTER ADDITIONAL BUSINESS

Although the special drive among the Ad. Sales boys for increase on standing orders has been in operation a few weeks only, two branches, namely Brisbane and Sydney, have responded to the call for extra business. Power, of Brisbane, has gone after the additional orders with remarkable enthusiasm, and leads the drive with 10 increases. Jack O'Neil, of Sydney, has opened his score with two additional orders that mean a considerable amount of money over the year.

Although no reports are yet to hand from the other branches, the boys write that they are hot on the trail, and Len Jones, at Head Office expects a batch of increased orders any day now.

For this special drive the branches have been divided into classes or divisions. The following is the standings to date:—

Class A: Sydney 2, Melbourne nil. Class B: Brisbane 10, Wellington

Class C: Adelaide nil, Auckland nil.

Class D: Perth nil, Launceston nil.

In next issue of "Punch", Mr. Jones wants to see every branch in the scoring, so Let's Go!

#### NEXT ISSUE, APRIL 2nd.

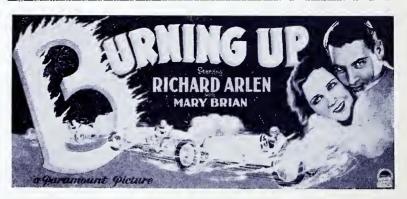
The next issue of Paramount "Punch" will be published on wednesday, April 2nd. Let's have news items from every Branch NOW!

### SELLING AD SALES

This "honor" panel goes this issue to John Specttrman and H. Varcoe, of Melbourne, who landed the following record order from the Athenaeum Theatre for "The Love Parade":

20 24-sheets; 36 6-sheets; 50 3-sheets; 22 1-sheets; 24 Daybills; 10,000 couriers, 4 oil paintings; 20 sets of 11 x 14 photos; 31 sets of 10 x 8 photos, and 1 sound trailer

### A THRILLING 24-SHEET FOR A THRILLER!



Here is another 24-sheet poster in keeping with the nature of the picture it advertises. "Burning Up" is a thriller, packed with action and exciting situation. Put in some good work on the trailer. It is the most arresting trailer ever produced by Paramount or any other organisation, and has the audience hanging on to their seats, eager for more.

### An Ad. Sales Order with Every Contract!



Vol. 4.—No. 7.

SYDNEY, AUSTRALIA.

April 2nd, 1930.

# MR. HICKS SAILS SATURDAY NEXT

PROGRESS OF NEW SHOW WORLD CONTEST WILL BE GOOD NEWS FOR MR. SHAUER—FIVE BRANCHES AND SIX SALESMEN OVER QUOTA.

Next Saturday, Mr. Hicks, accompanied by Mrs. Hicks and John Bill, will sail for America, by the s.s. "Ventura".

Mr. Hicks will carry the message to Mr. Shauer of the splendid drive for Quota, by the Blue Ribbon Bunch, and what a message it will be.

Although Stan Craig's New Zealand district is the only district over Quota, both Gawler and Henderson are steadily advancing, and have reached the high percentage of 97.

Mr. Shauer will be glad to hear that five branches are well over Quota, and three others in striking distance. With the advent of talking and sound pictures in the Far East, it should not be long before we hear from Jack Groves, to the effect that his district is over Quota.

No alteration has been made in the salesmen's standings since the last publication, except that Bill Witherington of Brisbane, has increased his figures to the high mark of 153.76 per cent. Other salesmen over Quota, are Thompson, Blood, Winch, Hale and Milholland.

Kuch of Wellington leads the Ad. Salesmen, with a percentage of 107.14, from Rogers, who is only

two points behind.

With the extra business coming in now, as the result of the 'Bon Voyage' Drive for Mr. Hicks, the next few weeks should show improvements in the standings of every branch and when Mr Hicks reaches San Francisco, he should be in receipt of a cable from Mr. Clark, that will thrill him. Let's Go!





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.—No. 7. April 2nd, 1930.

# LUNCH HOUR by Rambler

Did you ever stop to think that the most remarkable thing about this age in which we live, is the rapidity with which events, things and money change or take place... Take the financial situation...then around and see all the blokes, who last year, were throwing money around like water...And are now swimming in the gutter, trying to get some of it back... Then there's the exhibitor who scoffed at the thought of wiring . . . and now he wishes he had a gutter to swim in, or some sucker to sell his house to ... Why, it has even extended to modes of travel... There was a time when a district manager thought nothing of a 600 mile rail trip...But, these days, Freddie Gawler and Cleve Shepherd "aeroplane" wherever they go... I suppose one shouldn't try to stand in the way of progress.

### ADIOS!

No doubt you are all aware that on Saturday next Mrs. Hicks, John Bill and myself, will sail for home by the s.s. "Ventura". My mission to America is to attend the Paramount Convention, which will be held at Atlantic City in May.

During my absence I know that each and every one of you will give to Mr. Clark and Mr. Sixsmith the same co-operation that you have given me. Mr. Shauer, I know, will be thrilled when I tell him of the great progress of our drive this year for quota. He will be just as thrilled as I am to know that, whilst I'm away every boy and girl of the Blue Ribbon Bunch is striving just as hard to get the business. I must thank you all for your wonderful drive for the month of April in my honour. Mr. Clark and Mr. Hurworth have handed me a huge parcel of cards that represent extra business booked for this month. This parcel will be a piece of my personal luggage, and will be handed to Mr. Shauer on my arrival in New York.

During my absence will be released one of the biggest pieces of theatrical property that we have known. In "The Vagabond King" we have a picture that will get some of the biggest money on record and a picture that will add to Paramount prestige. This picture should help to carry us well over quota. Let's Go!

From sich of

#### TO MR. HICKS.

The Boys in the Sales Department have expressed their wish to you for bon voyage by their whole hearted support of our playdate drive for April. They now go a step further and pledge to you their every energy will be zealously devoted toward making you happy during your entire trip by at least maintaining our present records and, if possible, exceeding them. Again, bon voyage.

For the organisation,

: William f black.

#### A TELEGRAM.

PH NEW YORK NY FEB. 12, 1930. B. P. SCHULBERG, PARAMOUNT STUDIO, HOLLYWOOD, CALIF.

Dear Ben.—Your lovely wire received and appreciated had not intended to leave here for another week, but I will be a good girl as usual and leave for the West Monday as very anxious to get back to work and make 'True to the Navy' my biggest hit to date who started published rumor that 'True to the Navy' is to be my last picture for Paramount wire me what you know about this Park Central Hotel. It might please you to know that I have lost twenty-five pounds since I saw you last my weight now is one hundred and seven. All best wishes as ever.

CLARA.

#### THE REPLY.

HOLLYWOOD FEB. 13. MISS CLARA BOW, PARK CENTRAL HOTEL, NEW YORK CITY.

Glad you are leaving Monday morning stop elated to hear you are so much thinner which will prove great additional asset value to picture stop story is in great shape too but do not construe this to mean that it is thin stop do not know what sources of information you have about this being your last picture for us stop we are certainly planning elaborately to follow this with bigger and better pictures right along stop just ignore all rumors come back with that old Bow spirit and there is no doubt you will be a bigger star than you have ever been before with best wishes alwavs sincerely.

BEN SCHULBERG.



AS AT MARCH 29th, 1930.

#### DISTRICTS.

Pos	siti	on.				Pe	er Cent.
1	S.	H.	Craig	 	 	 	116.24
							97.51
3	F.	Ga	wler .	 	 	 	97.24

#### BRANCHES.

Position. Pe	r Cent.
1 A. W. Hagon, Launceston	136.70
2 S. H. Craig, Wellington	118.92
3 H. Curry Auckland	111.54
4 C. Abotomey Perth	109.03
5 C. J. Shepherd Brisbane	107.39
6 W. E. Kirby Sydney	93.89
7 H. A. Kelly Melbourne	92.70
8 P. C. Board Adelaide	88.65

#### SALESMEN.

Position. P	er Cent.
1 W. Witherington, Brisbane	2 153.76
2 F. Thompson, Wellington	1 120.27
3 W. Blood Brisbane	116.98
4 R. G. Winch Sydney	113.61
5 C. Hale Sydney	y 110.78
6 M. Milholland, Melbourne	e 101.10
7 R. Wanklyn Melbourne	e 95.36
8 H. Wood Sydney	y 90.85
9 <b>H. Hill</b> Perth	76.21
10 L. Wilke Adelaide	e 69.86

#### AD. SALES.

Position. P	er Cent.
1 B. Kuch Wellington	n 107.14
2 T. Rogers Pert	h 105.23
3 C. Power Brisban	e 89.61
4 H. N. Varcoe, Melbourn	e 86.14
5 H. Dilger Launcesto.	n 83.33
6 R. Kivell Aucklan	d 78.26
7 J. O'Neill Sydne	ey 77.06
8 H. Slade Adelaid	le 58.72

### THE LOGANS HOME AGAIN

Welcome home to Mr. Roger Logan, Head Office Accountant, who arrived from New Zealand on Saturday, after an extended tour combining business with pleasure. Mr. Logan certainly looks as it New Zealand agreed with him.

Roger and Mrs. Logan spent some enjoyable days in New Zealand's tourist resorts. Their trip included practically every spot of note in the islands.

#### TENNIS SOON.

With the advent of the cooler weather, the Saturday Afternoon Tennis Club at Head Office is now re-forming. All the girls who are interested are asked to get in touch with Heather Sommerville, Secretary pro-tem.

#### BY THE WAY-

#### 1 never knew-

That Bob White was a sailor in the U.S. Navy.

That Hermann Flynn was a dog fancier.

That Val Board was a poet.

That Cleve Shepherd was an estate agent.

#### But I do know-

That George Lawrence is tired of mopping the floor.

That some of the branches are slow in sending news to "Punch".

That Wilson Milligan has a pilot's ticket.

That "Joe Rucker has gone."



DO IT NOW!

가 가 가 가 하 하 하

# LET'S

#### MR. ZUKOR WRITES-

Mr. John W. Hicks, Jnr., Famous Lasky Film Service, Ltd., Sydney, Australia.

Dear Mr. Hicks:

#### "THE VAGABOND KING".

I have just come from the projection room, where I personally witnessed a screening of this picture. It is, in my opinion—in fact, the opinion of all who have seen it—the greatest motion picture made by Paramount or any other company to date. It is a musical version of "IF I WERE KING", and is done entirely in Technicolor.

A campaign has been started in the United States to shatter all previous records with this picture. This pledge has been taken by both the Theatre Department as well as the Distribution Department, and I am asking the Heads of each of our foreign units to take the same obligation. This production is a most expensive one, but aside from that it is such a wonderful piece of entertainment that it will merit the best efforts that you can give it.

Just as I am setting aside all precedents by writing to you direct on a matter of this kind, I would ask you to take up this campaign throughout your organisation, in a manner that will eclipse all previous efforts, and result in establishing a new high gross on this marvellous picture.

You will receive full support and details from your Foreign Department, and I would appreciate a personal word from you after you have screened the picture, and have been able to realise its tremendous possibilities. With best wishes.

adolphyntor

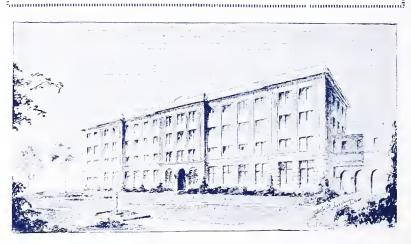
# ALTERATIONS IN HEAD OFFICE

# NEW STUDIO BUILDING.

李寺寺寺寺寺寺寺寺寺寺寺寺

Alterations are under way at the Paramount Building in Sydney which will provide new housing facilities for Head Office. The ball-room on the third floor is being made over into offices into which H.O. Accounting Department and executives will be moved. The first floor is to be occupied by the N.S.W. Booking and Accounting Departments.

Plans also call for the enlarging of office space for the Advertising and Publicity Departments on the second floor.



Paramount Famous Lasky has started construction on a four-story steel-reinforced concrete Administration Building at its West Coast studios in Hollywood, which, on completion, will be the finest studio structure in the West. Here is Architect Milton M. Friedman's conception of the completed building.



### BRANCH NEWS - - - - Where's Yours?

# ADELAIDE

"The Love Parade" started off well here with a midnight premiere, the first of its kind to be held in Adelaide. This proved a great success, and over 1,500 people attended the screening.

Adelaide Paramounteers look forward to the visits of Salesman Harry Hill of Perth, who is spending his Annual Vacation in this City. We hope to have the pleasure of shortly receiving a visit from Miss Nancy Hill, who has just reached the mature age of two months.

Does This Create a Record? 48,798 feet of film is set down for despatch to Wallaroo, a country town in this State, for exhibition on the three holiday nights, namely, Good Friday, Easter Saturday, and Easter Monday (M.O.).

# PERTH PARS

Harry Hill sailed per s.s. "Katoomba" on an extended holiday last Saturday.

The whole branch is gradually settling down to a pretty brisk pace after the sudden infusion of new blood.

With "The Love Parade" setting the village on fire, Cec. Abotomey feels exceedingly pleased with himself.—(L.B.B.)



#### ON VACATION.

Mollie Iken (N.S.W.) spending her holidays at Wallacia, which place seems to be a Paramount stronghold.

Jack Bolter (Vic.) taking snaps in the mountains at Daylesford.

Miss Whittington motoring (without the cat).

Miss Orr (Tas.) seeing the sights of Melbourne.

Alma Becker, H.O. Telephone Switch attendant, the girl who says "Paramount" two million times a day, is on holidays at Woy Woy. Hello! Hello!

Rene Talbot of Head Office Accounts is also on her annual vacation, which is being spent at Good-Night Island.

# TYDNEY.

Dame Rumour hath it that "it won't be long now" before the wedding bells will ring for one of our most popular Paramounteers.

Jack O'Neill is going strong after increased Ad. Sales orders for the special drive. He is confident that he will lead the other branches at the finish.

Cleo Andrews is in search of talent for a concert at the gaol. She guarantees a return trip.

#### HAPPENINGS in HEAD OFFICE



Miss Muriel Oldroyd of the Film Service Department, is back from a tour of Lautoka, Noumea and Suva by the s.s. "Moreaki". Judging by the fan mail arriving at the office, we presume she will be making a return trip on her next vacation.

After viewing "Behind the Make-Up", our egg-shell blonde in Head Office, was heard to remark that she had changed her ideal to a strong ugly man, preferably after the type of Hal Skelly. Eligible gentlemen in other Branches, please note.

Jack Taylor, the other "Charming Sinner", reports that Wallacia is an excellent holiday resort, and particularly mentions the river by moonlight as an added attraction—unfortunately he lost her telephone number. Bad luck, Jack!—(M.A.)

### MURMURS From MELBOURNE



George Hayes has taken to long walks in place of swimming.

Bert Kelly and Roy Wanklyn are now back from holidays. Both looking very fit and sun-burned.

Mr. Hicks and Mr. Clark arrived in Melbourne on Tuesday, and both are highly impressed with our new exchange.

# "THE LOVE PARADE" STAMPEDES MELBOURNE.



Maurice Chevalier.

"The Love Parade", Maurice Chevalier's second triumph for Paramount, now in its third week at the Athenaeum Theatre, Melbourne, has broken all previous box-office records at that

house by a considerable margin, Reports from the southern capital state that the new Chevalier picture has left even the sensation returns of "Innocents of Paris" far in the rear.

When it is taken into consideration that "Innocents of Paris" created nothing short of a sensation in Melbourne and played for seventeen successful weeks at the Athenaeum, one can visualise the tremendous season ahead of "The Love Parade" in that city. That, for the first fortnight of its run, "The Love Parade" could outstrip the records of all previous pictures at that theatre, indicates the prodigious popularity and drawing power of Chevalier in Melbourne.

### PARAMOUNT ERSONALITIES

AS SEEN BY
GEOVGE LAUVENCE



### BURNING UP"

Posed especially for "Punch" by Syd. Herbert, Manager Film Service Department, Head Office, Sydney.

#### PARAMOUNT PROGRESS.

A little more than a year ago, watchmen were on guard night and day around Stage Five at the Hollywood studios. All visitors were kept away from its doors. Important officials, technicians and artists moved grimly to and from the stage. It was the most important building on the lot, for it was the first Paramount sound stage, and "Interference", our first all-talking picture, was being produced there.

Stage Five was recently torn down. It was obsolete and in the way. Its place has been taken by twelve new and modern sound stages equipped with automatic heating and other revolutionary devices. Further evidence of Paramount progress.

#### ADELAIDE THEATRE BOOSTS PARAMOUNT

From the Cinesound News, the official organ of the York Theatre, Adelaide, we have 'clipped' the following special editorial:

#### Above All— "PARAMOUNT"

Nothing can daunt Paramount from producing and delivering one big picture after another. In a steady supply they are making talkies that will thrill you with the wonderful qualities of their direction, production and acting. New faces, new names, new spectacles, new musical comedies-new every-And that doesn't mean that the big favorites have been neglected. As week follows week, you will not only see and hear new pictures in which your favorite star speaks again, but others whom you have admired in silence will become audible.

Such productions are worthy of a great setting—and no more beautiful frame could have been found in Adelaide than the York.

# NEW SHIPMENT INCLUDES 'THE VAGABOND KING'

"The Vagabond King", Paramount's all-colour screen operetta, which is to be the next long run attraction at the Prince Edward Theatre, Sydney, was included in a big shipment of talking pictures to arrive by the s.s. "Ventura" last week.

Two big sure-fire specials, "Only the Brave", starring Gary Cooper, and "Sarah and Son", with Ruth Chatterton, were also in the consignment. Among the other all-talking pictures to arrive by the "Ventura" were Nancy Carroll's new musical comedy, "Honey", and "Roadhouse Nights", an adventure-romance, featuring Charles Ruggles and Helen Morgan.

# Paramount Rue io Lews



The high-powered business man portrayed by Maurice Chevalier in his next Paramount picture, "The Big Pond".

## FLASHES!!!

"Ladies Love Brutes", starring George Bancroft, completed. Mary Astor in the feminine lead. Directed by Rowland V. Lee. Fredric March, Stanley Fields and Claud Allister lend support.

Filming started of Dr. Fu Manchu". Warner Oland, Jean Arthur, O. P. Heggie, Neil Hamilton, and William Austin in cast.

Gary Cooper is at work on "The Texan", a talkie western. Fay Wray plays opposite. Adapted from O. Henry's famous story, "The Double Dyed Deceiver".

Fred Datig, Casting Director at the Paramount Hollywood studios, says that casting directors must now have an alert ear as well as a quick eye for screen talent. There are now more than 200 dialects, vernaculars, idioms and brogues listed in his little book of star potentialities.

Edmund Goulding, author and director of Nancy Carroll's new talkie, "The Devil's Holiday", also composes theme songs. His unique system of composition consists of whistling the tune to a musician, who takes it down on paper.

Mr. Jesse L. Lasky has uncovered a new "find" in Nino Martini, Italian singer. Mr. Lasky found him singing in a cafe in Paris a few months ago, signed him up, and brought him to Hollywood, to sing in "Paramount on Parade".



Charles Mack, the lazy one of the Two Black Crows as he appears in "The Two Black Crows in the A.E.F.", their next picture for Paramount.

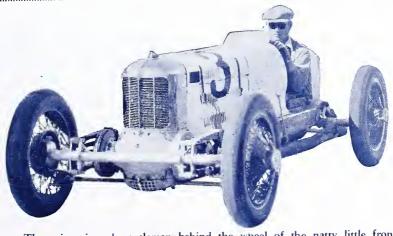
#### FLASHES!!!

Phillips Holmes to play opposite Nancy Carroll in "The Devil's Holiday". Production starts soon, with Edmund Goulding directing.

a n d Freedley, New York producers, will supervise.

"Marco Himself", starts soon with Jack Oakie starred.

"The Light of Western Stars" in production. An all-talking western starring Richard Arlen. Mary Brian, Regis Toomey, Fred Kohler and Harry Green in cast.



from O. Henry's The grim visaged gentleman behind the wheel of the natty little front-famous story, wheel-drive Miller special above is none other than Richard Arlen. How he burns up the miles in his latest talkie is nobody's business and has the customers hanging on to their seats, gasping for more. You will like "Burning

# AD-SALES! If it's worth RUNNING — it's worth ADVERTISING!

# SPECIAL AD. SALES DRIVE BEARS RESULTS. BRISBANE AND SYDNEY ACTIVE.

Ad. Sales Managers are leaving no stone unturned in their efforts to secure extra business. Their special drive for additional orders and increases on standing orders is bearing results. Brisbane, Sydney, Auckland, Adelaide and Launceston have secured increases, and Len Jones in Head Office, is confident that before long all branches will be represented in the scoring columns of the special drive.

Cyril Power of Brisbane leads the field with 12 increases, from Jack O'Neill of Sydney, who has scored 10. With the small number of accounts that Dilger has in his Launceston territory, it was a great effort on his part to secure four increases. He writes that he intends to secure a great deal more too!

In all, twenty-seven increases have been secured by the boys to date, representing several hundred pounds additional business. Keep this up, boys, and national quota will be easy. Let's Go!

The following are the standings to date in the special drive for increased Ad. Sales Orders:—

Class "A": Sydney, 10; Melbourne, Nil.

Class "B": Brisbane, 12; Wellington, Nil.

Class "C": Adelaide, 1; Auckland, 1.

Class "D": Perth, Nil; Launceston, 4.

#### NEXT ISSUE, APRIL 16.

The next issue of Paramount "Punch" will be published on Wednesday, April 16th. Let's have news items from every Branch NOW!

### SELLING AD SALES —AND HOW!!

Harry Curry, Branch Manager at Auckland, gets the "honor" panel for this issue. The following Ad. Sales order was obtained from the Strand Theatre, Auckland, for "The Love Parade".

10 24-sheets, 6 six-sheets, 6 three-sheets, 80 one-sheets, 250 Daybills, 7,000 Couriers, 2 slides, 6 sets 8 x 10, 4 sets 14 x 17, 2 22 x 28, 1 S/c. block, 1 D/c. block, and 4 autographed star photos.

#### A GOOD 24-SHEET POSTER.



"Men Are Like That" is a comedy drama. It tells of the humorous adventures of a conceited ass. One glance at the above 24-sheet conveys exactly the nature of the picture it advertises. Therein lies the distinction in Paramount posters. Show them to the exhibitor. Convince him that Paramount 24-sheets are seat-sellers and increase your revenue,



Vol. 4.—No. 8.

SYDNEY, AUSTRALIA.

April 16th, 1930.

# CRAIG STILL SHOWS WAY.

Leads Districts and Branches. Far Easterners Marching Towards Quota. Rogers Heads Ad. Sales.

Latest standings in the New Show World Contest, announced by Mr. Clark, show Stan Craig and his New Zealanders still leading the field by a big margin. Mr. Craig heads both the districts and branches in the standings. The New Zealand division, with a high percentage of 115.20 is well ahead of Henderson's and Gawler's boys.

Bert Hagon of Launceston has lost his top position in the branch standings to Wellington, whose percentage of 116.86, gives them a three point lead. Brisbane takes fourth place from Perth by a narrow margin. Another slight change in the order, is the stealing of sixth place by Melbourne from Sydney.

Far Eastern branches are down near the bottom, but with the additional revenue coming in now, with the advent of talkies, Jack Groves is confident that his boys will be well over Quota very shortly. Sourabaya, which was the first territory to install talkies has increased its percentage ten points to 90.60.

Levy goes to Brisbane and takes over Witherington's territory, which gives him the top position of the salesmen's standings. This is accountable for the latter's sudden drop to sixth place.

Among the Ad. Salesmen, there is very little difference between Kuch and Rogers. The latter, with an increase of two points, is now in first position supplanting the former.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.-No. 8. April 16th, 1930.

# LUNCH HOUR by Rambler

Wirth's Circus is in town...and the elephants are attracting a great deal of attention... drawing carriages through Sydney streets... saw Charlie Gatwood and Arthur Naylor watching Jessie the other day . . . as interested as a couple of kids... a circus gets you that way ... brings you back to the days when you sneaked under the tent ... and caught a smack with a paling on the way through... Now, why not a circus next Convention, instead of a boxing tournament... Ringmaster, Bill Clark... Bareback riders, Claude Henderson and Bill Hurworth... Trapeze artists, Fred Gawler and Stan Craig... Lion Tamer, Harry Curry... (if he promises not to bite the lions) . . . Elephant Trainer, Bert Kelly . . . and, of course, the clowns...maybe Cleve Shepherd, Val Board and Cecil Abotomey for these roles,

### FACTS---



T the Annual Meeting of Greater J. D. Williams, Ltd., on Monday last, Mr. Stuart F. Doyle gave the share-holders some plain facts about the motion picture industry in Australia.

Mr. Doyle said that he wished to correct misleading statements, which had been made from time to time, particularly regarding the amount of money which went

out of Australia for the purchase of pictures. "Actually", said Mr. Doyle, "£1,123,200, was sent out of Australia during 1919, while, £1,750,000 was distributed in wages by the industry. In addition, £1,190,000 was paid of Australian business firms, largely in wages, for general work and supplies".

"Only 16 per cent. of the gross theatre takings of Australian picture theatres went out of Australia during 1929".

Every member of our organisation should acquaint themselves with these facts. They are authentic, and a strong argument against the many people who are under the impression that America is taking most of our money in motion picture revenue.

How many times have we all heard from politicians and near politicians, that the present financial depression is partly due to the enormous amount of money being sent out of the country for pictures. In Mr. Doyle's statement, you have plain, hard, cold facts, to stop talk such as that.

William f. Clark.

#### A TRIBUTE TO MR. HICKS.

At the "Bon Voyage" luncheon given in his honor, Mr. Hicks was presented with an illuminated portfolio from members of the Blue Ribbon Bunch. This contained a message of friendship and loyalty, which was signed by every member of the Head Office and New South Wales staffs. The art work, which included a pen portrait of Mr. Hicks, was executed by George Lawrence and his assistant, Harold Higgins.

### ON THE SANDS AT LORNE (VIC.).



Bert Kelly and Roy Wanklyn, of the Melbourne Branch, enjoy a holiday on the sands at Lorne (Vic.) This picture posed especially for Jansen Costumes,

# "IT WON'T BE LONG NOW—"



In the "Sunday Sun" we read the announcement of "the engagement of Geraldine Mackenzie, eldest

daughter of the late Capt. J. A. Mackenzie of Chatswood, to Robert Spaulding White, only son of Mr. and Mrs. T. A. White of Seattle, Washington, U.S.A." — which means that Miss Mackenzie, formerly of the N.S.W. Branch and Bob White of the Publicity Department, are engaged, and "Punch" has been "scooped".

#### AUSTIN LEVY TO BRISBANE

Austin Levy, formerly Branch Manager for Paramount, at Sourabaya, has been attached to the sales staff of the Brisbane Branch. Austin, who returned from the East under medical orders, left for the northern capital last week, to take over Zone 1 in the Queensland territory.

# THE NEW SHOW WORLD

AS AT APRIL 12th, 1930.

#### DISTRICTS

Po	siti	ion.			Per	Cent.
1	S.	H.	Craig	 	 1	15.20
			Hend			97.45
3	F.	Ga	wler	 	 	94.94

#### BRANCHES.

Pos				Cent.
1	S.	H. Craig Wellin	gton 1	16.86
		W. Hagon, Launce		
3	H.	Curry Auck	dand 1	12.29
4	C.	J. Shepherd Bris	bane 1	06.54
5	C.	Abotomey I	Perth 1	106.49
6	H.	A. Kelly Melbo	urne	93.56
		Gawler Sy		91.11
8	S.	J. Robinson, Soura	baya	90.60
9	Ρ.	C. Board Ade	laide	89.00
10	T.	Kennard Singa	pore	63.65
11	A.	Olsen Ba	tavia	58.80

#### SALESMEN.

		7.1	
Pos	siti	on. Per	r Cent.
1	A.	Levy Brisbane	149.59
2	F.	Thompson, Wellington	117.58
3	W.	Blood Brisbane	114.27
4	C.	Hale Sydney	109.88
5	R.	G. Winch Sydney	109.76
		Witherington, Brisbane	100.51
7	M.	Milholland, Melbourne	98.60
8	R.	Wanklyn . Melbourne	90.97
9	H.	Wood Sydney	88.63
10	H.	Hill Perth	76.56
11	L.	Wilke Adelaide	68.75

#### AD SALES

		Aυ	. SALES.	
Pos	itio	n.	Pe	r Cent.
1	T.	Rogers	Perth	107.03
2	B.	Kuch	Wellington	103.09
3	C.	Power .	Brisbane	91.73
4	H.	N .Varo	coe . Melbourne	84.01
5	H.	Dilger	Launceston	81.55
6	J.	O'Neill	Sydney	79.90
7	R.	Kivell .	Auckland	72.62
8	H.	Slade .	Adelaide	57.87

### ROGER LOGAN IN NEW ZEALAND.



Otto Doepel says, "Oh! they're taking a picture," whilst Roger Logan assumes a perfect pose. A snapshot taken on the roof of the Paramount offices in Wellington, N.Z., during Roger's recent visit.

# MELBOURNITES VISIT SYDNEY



Claude Henderson, Paramount District Manager, and Bert Kelly, Melbourne Branch Manager, spent a few days in Sydney last

week, on a special business trip to Head Office. Their visit included the grand gala opening of "The Vagabond King" at the Prince Edward Theatre, on April 9th.

#### GORDON BROOKS NEW SALESMAN

The New South Wales Branch has a new addition to the Sales staff, in Gordon Brooks, who has taken over Zone 1, at the Sydney office.

Mr. Brooks comes to Paramount fully experienced in the motion picture industry.

# "The Vagabond King" Empire Premiere

# COLORFUL OPENING AT PRINCE EDWARD THEATRE.

Prior to the opening of the "Vagabond King", Paramount's all-colour operetta at the Criterion Theatre, New York, Jack Alicoate in the Film Daily said, "When a big one is coming along, it's in the air and you just naturally FEEL it. It's our guess that 'The Vagabond King' will knock 'em over." That statement sums up the Empire Premiere at the Prince Edward Theatre on Wednesday, April 9th. "The Vagabond King" was in the air and Sydney FELT it. The opening night at the Prince Edward, famed for its colorful first nights, was undoubtedly the most sensational in the history of that theatre. It was indeed a furore, and the nearest approach Australia has ever had to the famous New York premieres.

The packed house of enthusiastic "first nighters", was visibly moved by the awe-inspiring magnitude of the picture, the vividness of the colour photography, and the richness and trueness of the singing voices. At the conclusion of the picture, a thunderous round of applause, lasting for several minutes, was indicative of the tremendous appeal of the picture.

#### NEW OPENING RECORD.

The box-office, too, shared in the success of this brilliant opening. The figures were a record for an opening night. This is indeed an achievement when it is realised the calibre of the pictures that have played in Australia's ace long run house in the past five years. Figures set up by "The Ten Commandments", "Beau Geste", "Ben Hur", "The King of Kings", "Innocents of Paris", "The Love Parade" and many other screen masterpieces were all eclipsed. Sydney certainly FELT the coming of "The Vagabond King".

### EXPLOITATION CAMPAIGN.

Len Peuleve, working in conjunction with Mel. Lawton, put over one of the best campaigns on record. Highlight of the campaign was an art competition in the "Daily Guardian". The competitors were required to draw characters or scenes from the picture. Hundreds of entries were received. His Master's Voice Gramophone Company issued 3,000 special one-sheet posters in five colours which have been distributed to all music dealers. Special window hangers were also designed by Columbia, and advertisements featuring "The Vagabond King" were carried in the leading papers.

A tie-up with Fostars, Ltd., Chain Boot Stores has been effected. This firm, have manufactured a special "Vagabond King" shoe, which will be the centre of window displays featuring Jeanette MacDonald and "The Vagabond King"

All the principal music windows in town were obtained for displays.

H.M.V., Parlophone, Columbia, Brunswick and other gramophone companies will make special mention of "Vagabond King" numbers in all catalogues, lists, and general literature issued by them.

#### "AND THEN WHAT?"

THE MYSTERIOUS DR. FU MANCHU reclined luxuriously IN THE SHADE OF THE OLD APPLE TREE whilst TWO LITTLE CHIN-ESE MAIDS made the air pleasant with GEMS FROM FAUST. THE KIBITZER entered from THE HOLE IN THE WALL through many DAN-GEROUS CURVES and handed the Doctor THE LETTER. His face became like a THUNDERBOLT, and it was evident that JEALOUSY was eating his soul. He would brook no IN-TERFERENCE where the CHARM-ING SINNERS were concerned, and although one was known to be A DANGEROUS WOMAN, he liked to remain under an ILLUSION on the RIVER OF ROMANCE. TRAYAL was almost impossible, as very few knew of the pass word THE FOUR FEATHERS, and to get past THE DUMMY would be asking for a repetition of the massacre of the IN-NOCENTS OF PARIS. Suddenly the strains of the WOLF SONG drifted on the still air, and the Doctor quickly quaffing a MANHATTAN COCKTAIL became SLIGHTLY SCARLET. SWEETIE, on SEVEN DAYS LEAVE from THE STREET OF CHANCE, made her appearance accompanied by THE CARNATION KID. "This is THE MAN I LOVE." she cried, "and with whom I have entered THE MARRIAGE PLAY-GROUND to live in CLOSE HAR-MONY." BEHIND THE MAKE-UP the Doctor's face became livid and visions of BLOOD AND SAND floated before his gaze, as he subtly reminded her companion of THE BATTLE OF PARIS and the DAN-GEROUS PARADISE he was about to enter. A REDSKIN entered carrying THE COCOANUTS, which contained THE DOCTOR'S SECRET poison. Raising his draft the Kid cried, "THE LADY LIES, and the GENTLEMEN OF THE PRESS can prove it"; but even as he was HALF WAY TO HEAVEN he heard Dr. Fu Manchu murmur, "HONEY, I can have DIVORCE MADE EASY. I am THE MIGHTY, and WELCOME DANGER. ONLY THE BRAVE survive, and we shall have THE DANCE OF LIFE together under THE LIGHT OF WESTERN STARS."

M. ADLER.



#### Where's Yours? **BRANCH NEWS**

Accountant Arthur Carpenter, showed good form at the commencement of the Golf Season, and is hopeful of adding a few more trophies to his collection.

Film examiners, Bob McMurray, and "Jim" Slade, are preparing well ahead for the Easter rush, which bids to be a record one.

It is anticipated that at any time the fire extinguishers will have to be brought into play when Miss Nita Tate of the Accounts Department, is working on the Returns for H.O. each Monday morning.

Miss Edna Freckleton of N.S.W. Booking Department, has foresaken office work in favour of domesticity. The staff at the N.S.W. Branch presented her with an appropriate afternoon tea set, prior to her leaving last Friday.

The busiest man in Paramount these days, is Bert Matts, who has taken charge of the N.S.W. Despatch Department, during Mick MURMURS from MELBOURNE Stanley's absence. Judging by the number of new and old talkies that are being screened in the projection room daily, he's trying to wear the equipment out before Mick's return.

"Pop" Flynn is quite out of sorts lately. During a practice game last Saturday, one of his baseball charges knocked a ball over the fence and lost it. "Pop" explains that the bank examiners will shortly be investigating the Baseball Club finances.



#### ON VACATION.

Tom Hurney, Head Office Accountant, is enjoying a well earned vacation at the Blue Tom is accom-Mountains. panied by Mrs. Hurney, Patricia and Margaret.

Jack Edwards of N.S.W. Booking Department, is spend ing a fortnight's respite from work at Cessnock. Jack expressed the belief that he would have the coal dispute settled in that district before returning to Sydney.

Mick Stanley, Head Office Film Despatch Manager, is holidaying with his family at Bowral. Yes, the Dodge was included in the party.

Miss Page, Secretary to Mr. Hicks, is also holidaying.

Lew Poliness, Branch Accountant, spends his spare time coaxing the grass in his garden to grow.

Bill Norton of Ad. Sales Department, is an ardent fisherman. He invariably catches a bad cold.

Miss Fodder has just returned after a serious operation. We all wish her a speedy recovery.

#### HAPPENINGS in HEAD OFFICE



Two energetic workers in the interests of Charity are the Misses Wyn Carrick and Margaret Mac-Lean. These two charming Paramounteers will interview Organising Secretaries of Charitable Institutions, sell dance and raffle tickets, and otherwise help all deserving causes. They can both be located in Head Office, and an interview will secure their voluntary aid.

Yet another young lady has succumbed to Dame Fashion. Miss Gwen Simmons of Head Office Accounts, has had her long tresses removed, and glorifieth the office with the brightness of her shingle.

Whilst Miss Alma Becker is enjoying the sea breezes, Miss Audrey Gill is saying "Hello" several hundred times a day, in quite a professional manner. Audrey has carried out her duties in a very able way, and is to be congratulated on the way she has handled the switchboard.

# Bits from Brisbane

Mr. Shepherd has just returned from a successful trip through the North.

Congratulations to our George Borggess—he is now the proud father of a bouncing baby boy. Any suggestions regarding lullaby songs for use in the near future, may be directed to G. B.

It is with very much regret that Brisbane Branch have to report the death of Mr. Witherington's father.

#### MR. HICKS EN ROUTE TO HOME OFFICE CONVENTION.



#### RECORDING SOUND **FOR** "YOUNG EAGLES".

Paramount technicians recently accomplished the unique recording and photographing of a scene for "Young Eagles", with the cameras and microphones located 35 miles apart. In one place, the scene itself was photographed. In the other the sound effects were created.

The scene depicted an air raid over Paris, during the war, and the flight of terror stricken Parisians to the safety of cellars. While the cameras photographed the action at the studios bombing planes at the aviation field 35 miles away, dropped the bombs that the recording apparatus "heard", at the same time it recorded the cries and chatter of the players on the set.

An open phone line from the airport to the studios enabled Director William Wellman to direct both parts of the "double scene". It also carried back the sound of falling bombs from the microphones to the recording apparatus.

Mr. John W. Hicks, Jnr., now en route to the Home Office Sales Convention, accompanied by Mrs. Hicks, and young Bill, was farewelled by the large and enthusiastic group of Paramounteers that thronged the wharf as the s.s. 'Ventura' pulled out on Saturday, April 5th.

On the Friday, a luncheon was held at the Hotel Carlton, for the purpose of wishing our chief Godspeed. More than 40 members of the staff at H.O. and the N.S.W. Branch attended, the occasion being presided over by Mr. Chancellor, one of the directors of the company.

In America, Mr. and Mrs. Hicks will visit parents and friends in Sedalia, Missouri, and will then leave for the Paramount head office in New York.

The Annual Paramount Sales Convention, which Mr. Hicks will attend before returning, is to be held at Atlantic City, during the latter part of May. Mr. Hicks plans to leave for Australia immediately following the convention, bringing back a wealth of information regarding Paramount product for the coming season.

#### PARAMOUNT PERSONALITIES.

AS SEEN BY

GEORGE LAWRENCE.



"Bill" Hurworth, assistant General S ales Manager, takes a trip to Cairns.

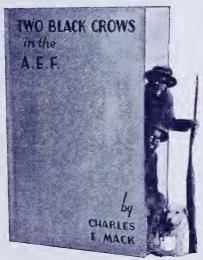
# Paramount Studio News

# JACK OAKIE PARAMOUNT STAR.

Jack Oakie, rapidly becoming one of the most popular artists on the talkie screen, has been elevated to the ranks of Paramount stars. His first starring role will be in "High Society", a new all-talking picture, shortly to go into production at the Hollywood studios.

"High Society" is adapted from Octavus Roy Cohen's popular novel, "Marco Himself". A. Edward Sutherland has been assigned to direct, and Harry Green, Skeets Gallagher and Kay Francis have been selected for supporting roles.

#### Characters from a Book.



'Willie and Amos Crow, with Deep Stuff, their dog, step from Charles Mack's book, "The Two Black Crows in the A.E.F.", which is the comedians' latest picture.

#### CHEVALIER SPENDS BREWSTER'S MILLIONS

Maurice Chevalier is to have an entirely new type of role in "Too Much Luck", that of throwing countless millions of dollars to the four winds. An enviable job, but also a difficult one. The reason for this unseeming wastefulness being that his latest all-talking picture, is adapted from the famous novel, "Brewster's Millions".

"Too Much Luck", which will shortly go into production at the Long Island studios, is to be filmed under the direction of Hobart Henley, the man who made "The Big Pond". Rehearsals are already under way, but no supporting cast selections have so far been announced.

#### FLASHES!!!!

Filming started on "The Devil's Holiday". Stars Nancy Carroll, w i th Phillips Holmes, James Kirkwood, Hobart Bosworth and Morgan Farley.

Paramount purchases screen rights to "The Sap from Syracruse", New York stage hit.

Four Marx
Brothers again
signed with Paramount. The new
picture untitled,
scheduled for
early filming at
Long Island
studios.



filming at John Specterman put over a great campaign for "The Love Parade" in Island Melbourne. Above is shown four young ladies who participated in a fashion parade in a leading city store window, No wonder the traffic was held up.

#### FLASHES!!!!

"The Border Legion", another talkie Western, in production. Richard Arlen starred, with Fay Wray, Jack Holt and Eugene Pallette.

Fredric March selected to play opposite Clara Bow in "True to the Navy".

Betty Compson will have the feminine lead in "The Spoilers", George Bancroft's next talkie. Filming starts this month with Edwin Carewe directing.



# O'NEIL AND POWER I.EAD SPECIAL DRIVE.

#### INCREASED ORDERS.

Last month, every Paramount Ad. Sales Manager pledged to go over quota each week during the month of April. To date, only three branches, Sydney, Brisbane and Perth, have kept their pledge.

In a special drive for extra business, Jack O'Neil of Sydney, now leads with 16 increases, from Cyril Power of Brisbane, who scored 14. Auckland have also increased their standing in this Special Drive.

The month of April is more than half over, and with few exceptions, the results are not altogether satisfying. What is badly needed is MORE ACTION. There is still another fortnight to go. Get busy and make every minute count. Go after increased business and swell your revenue. Let's Go!

The following are the standings to date in the special drive for increased Ad. Sales Orders:—

Class "A": Sydney, 16; Melbourne, Nil.

Class "B": Brisbane, 14; Wellington, Nil.

Class "C": Adelaide, 3; Auckland, 2.

Class "D": Perth, Nil, Launceston, 4.

#### NEXT ISSUE, APRIL 30.

The next issue of Paramount "Punch" will be published on Wednesday, April 30th. Let's have news items from every Branch NOW!

#### SELLING AD. SALES— AND HOW!

Cec. Abotomey, Branch Manager at Perth, breaks in to the "honor" panel for this issue. The following Ad. Sales order for "Innocents of Paris" was obtained from the Empire Theatre, at the small centre of Midland Junction, W.A.:—

One 24-sheet, one six-sheet, two three-sheets, 50 Daybills, 1,000 Couriers, one slide, two sets 11 x 14 photos.

When you consider the size of this "tank" town, the order is quite a good one.

SIX SHEET

**FOR** 

"STREET

OF

CHANCE".



The reproduction of a six-sheet poster shown above is an example of the attractive Ad. Sales material available on "Street of Chance". From the big attention-compelling 24-sheet poster down to the Daybill, each piece of material on this picture is a seat-seller. Each one is the acme of art and originality. That's why Paramount Ad. Sales are the best in the industry. Sell Paramount Ad. Sales!

An Ad. Sales Order with Every Contract!



Vol. 4.—No. 9.

SYDNEY, AUSTRALIA.

April 30th, 1930.

## NEW ZEALAND APPEARS INVINCIBLE

STILL RETAINS LEAD—HAGON HEADS BRANCHES—SIX SALESMEN "OVER THE TOP".

Stan Craig and his New Zealanders still hold pride of place over the other districts in the latest standings of the New Show World Contest, announced by Mr. Clark. Henderson and Gawler, however, are not far behind, both being in close reach of Quota.

The recent release of some of our big all-talking specials in Tasmania, is no doubt due to the jump made by Bert Hagon, from 113.18 to 130.06 per cent. This increase gives him first place in the branch standings. Abotomey of Perth, with a percentage of 108.39, steps up from fifth to third place, making a change with Auckland.

The positions in the Salesmen's standings are practically unaltered, with the exception that Bill Witherington moves up from sixth to fifth place, with an increased percentage of 104.76. In all, six of the boys are "over the top", which is indeed a splendid performance.

H. Dilger of Launceston, makes the only move in the Ad. Sales standings, taking fourth place from Varcoe of Melbourne.

Meanwhile, a new enthusiasm has been added to the New Show World Contest, with the announcement of the Foreign Legion's 1930 "Studio Sponsored" Contest. We have got to lead the world in this new drive so "Let's Go", and give our all for Paramount.





# "STUDIO SPONSORED"

Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor.

Vol. 4.—No. 9. April 30th, 1930.



Driving with Hermann Flynn the other day... A cop waved to us at a busy corner... Hermann waved back... "Nice fellow that," he said... Three days after he received a letter from the Police Department to the effect that he had to appear in court on such and such a day . . . which reminds me of a smart one put over by one of our girl drivers. Stopped by a cop for driving on the wrong side, exceeding the limit and a few other things... "Watcha name?" he said... "Ruth, what's yours?" she replied, coyly... And then there is the case of Charlie Hale and his Morris Minor... A cop told him that he would "kick that thing from under him"... There must be something wrong with our drivers... or the cops.



N another page of this issue of "Punch", is told the story of the Foreign Legion 1930 "Studio Sponsored" Contest.

This studio sponsorship is a pledge of support and co-operation—a guarantee that our production forces will continue to turn out the type of high quality product, that can be successfully merchandised all over the world, under the new and changed conditions in the industry.

We of the Blue Ribbon Bunch welcome this contest with the fighting spirit of the Anzacs. It should spur us to greater achievements. Our position in this new contest will depend upon the success of our own New Show World Contest.

Last year, we finished in second place to Great Britain, in the Foreign Legion's "All For Paramount" Contest. Our percentage of 112.64, was a great performance. This year, we must do better, and capture first place.

We are fortunate in having an Aussie in O. P. Heggie as our sponsor. He will watch our interests with a feeling akin to patriotism.

"Let's Go" with renewed enthusiasm, and lead the field from start to finish.

William I black.

# BASEBALLERS TO MAKE WHOOPEE



The Paramount Baseball Club will hold its Second Annual Ball at the Rivoli Inn, next Hotel International, Bondi, on May 3rd. All members of the

Club are actively engaged with plans to make this function a complete

Messrs. Hermann Flynn, Harold Pike and Jack Palise, who are active in the promotion of the Ball, report that tickets, which are 7/6 each, are selling very rapidly, and advise everyone to reserve their tables at the earliest possible moment.

A special Bohemian supper is to be served—hot dog!

#### JACK OAKIE'S PARK BENCH

With the news that Jack Oakie will once more renew old associations in New York while making his second starring picture, "The Sap From Syracuse", at the Paramount Long Island studios, the "I-knewhim-well-when" chaps have been busy writing to the Paramount officials.

The first letter to arrive was from Charles Peyton, New York stage actor, who suggested that Paramount immortalise in photographs the park bench where the smiling Jack first hatched out the ambition to become an actor. Presumably the idea is to have the bench pointed out some day as a landmark in future editions for antiquariums of books about old New York.

At any rate, it is hardly possible that the rise of Jack Oakie to stardom will pass unnoticed. Something is liable to be done about putting the Oakie bench on a pedestal. Perhaps with the inscription: "Great Oakies from little acorns grow."



AS AT APRIL 26th, 1930.

#### DISTRICTS.

Po	siti	on.						Pe	r Cent.
1	S.	H.	Crai	g			 		109.62
2	C.	E.	Hen	der	son	ı	 		96.36
3	F.	Ga	wler				 		94.97

#### BRANCHES.

Position. Per	Cent.
1 A. W. Hagon, Launceston	130.06
2 S. H. Craig Wellington	114.94
3 C. Abotomey Perth	108.39
4 C. J. Shepherd Brisbane	
5 H. Curry Auckland	100.29
6 H. Kelly Melbourne	91.75
7 F. Gawler Sydney	
8 P. C. Board Adelaide	88.39

#### SALESMEN.

Position. Pe	r Cent.
1 A. Levy Brisbane	147.10
2 F. Thompson, Wellington	115.83
3 W. Blood Brisbane	110.76
4 C. Hale Sydney	110.53
5 W. Witherington, Brisbane	104.76
6 R. Winch Sydney	104.50
7 M. Milholland, Melbourne	94.48
8 R. Wanklyn Melbourne	88.85
9 H. Wood Sydney	83.51
10 H. Hill Perth	77.96
11 L. Wilke Adelaide	66.04

#### AD. SALES.

000	itio	n	Per	Cent.
			Perth	
2	В.	Kuch	Wellington	99.47
3	C.	Power	Brisbane	86.15
4	H.	Dilger	Launceston	82.75
5	H.	N. Var	coe . Melbourne	81.09
6	J.	O'Neill	Sydney	77.05
7	R.	Kivell	Auckland	72.22
8	H.	Slade	Adelaide	57.43

# FLO. THURSTON IN CHAMP FOURS



Miss Flo
Thurston of
H.O. Traffic
Depart

ment, leaves on Friday, May 2nd, for Adelaide, where she will represent the N.S.W. Ladies' Rowing Club in the Interstate Regatta on May 10th.

The Championship Ladies' Fours, in which race Miss Thurston will row for N.S.W., will be a preliminary to the famous King's Cup race for eight-oared shells.

The girls in Head Office and the N.S.W. Exchange, clubbed together, and presented Flo with a mascot before she departed for the city of churches.

"If you work for a man, in heaven's name work for him. If he pays you wages that supply your bread and butter, work for him-speak well of him, stand by him and the institution he represents."

Elbert Hubbard.

#### THE FILM PROVES IT.

Ladies hate villainous men
And ladies hate smelly cheroots;
Ladies hate prize fights, but then—
Ladies love brutes.

The burliest man in one's "crowd" ls the man who appeals to the "beauts",

For (though they don't say it aloud)
Ladies love brutes.

Ladies will battle in court
For heart-balm from weak-kneed
galoots;

But huskies are safe from such sport— Ladies LOVE brutes.

And now it is plain to be seen
What Roughness in Romance
imputes—

For here is the proof on the screen—
"LADIES LOVE BRUTES!"

-From Home Office "Pep-O-Grams"

# O. P. Heggie Sponsors Blue Ribbon Bunch in Special 1930 Contest.

The announcement has just been made of the Foreign Legion's 1930 "Studio Sponsored" Contest.

This year the production department has projected itself into the contest as active sponsors of the various divisions. When the plan for this novel contest was outlined to our studio forces, every one of them, from Mr. Lasky down, hailed the idea with undisguised enthusiasm. It appealed to their sportsmanship. It aroused their competitive spirit. Those born in foreign countries insisted on sponsoring their native countries.

O. P. Heggie, a native son of Australia, will sponsor the Blue Ribbon Bunch.

Apart from those sponsoring their own countries, sponsors for the other divisions were chosen by drawing lots. The ceremony was performed by Mr. Lasky and his assistant, Mr. Kaufman.

Those divisions that go "over the top" will be awarded a magnificent prize by their sponsor. In each instance, the prize will be a surprise, not to be announced until the contest is over.

#### NATIVE SPONSORS.

O. P. Heggie ...... Australia (born in Australia).

Clive Brook ..... Great Britain (born in England)

Ernst Lubitsch ..... Germany (born in Germany)

Maurice Chevalier ..... France (born in France)

Warner Oland ..... Scandinavia (born in Sweden)

Paul Lukas ...... Hungary (born in Hungary)



O. P. Heggie, who has been appointed Sponsor for Australia, New Zealand and the far East,

# THOSE CHOSEN BY DRAWING LOTS.

"Buddy" Rogers Holland
Clara Bow Cuba
Nancy Carroll Brazil
George Bancroft Japan
Ruth Chatterton . Czecho-Slovakia
William Powell Italy
Mary Brian Mexico
Fay Wray Chile
Jack Oakie Guatemala
Claudette Colbert Argentina
Richard Arlen Austria
Gary Cooper Latvia
Moran and Mack Porto Rico
Helen Kane Panama
Dennis King Poland
Jeanette MacDonald Spain



### BRANCH NEWS - - - - Where's Yours?

# PERTH PARS

Last Monday we welcomed back Harry Hill from his holidays. He is looking very well and full of business.

Trev. Rogers, our Ad. Sales Manager, is away on holidays, and in his absence Ron Lawn, from the Despatch Department, is very ably handling both jobs.

Mr. Abotomey is slowly recovering from an attack of influenza.



#### MUSIC HATH 'HARMS.

Well, maybe yes; maybe, no! It certainly 'hath not' when you have time to enjoy it, but such is not the case at Wellington office. The Adelphi Cabaret, being just alongside, entertains us with the very latest tempos, much to the mortification when we realise that hands and heads must concentrate on the work in hand-Alack aday! not for us the fairy slipper-the lilting measure; but then, pleasure is always enjoyed twofold after work. At the moment of writing "The Love Parade" score is being featured bv the orchestra. (O.G.D.)



Harold Pike, of H.O. Advertising Department, is holidaying at Mookerawa (wherever that is). Latest reports were that he was chasing foxes and joy-riding with the local school teacher.

Arthur Naylor, H.O. statistician, is enjoying a fortnight's respite from figuring out the Quota standings. He is dividing his time between mountaineering and compiling data re the number of fence posts per mile on the road from Sydney to Bathurst.

Bill Hagon, Assistant Projectionist at H.O., is touring the "outback" by car. Reports that he has run over two rabbits and one snake in the first week.

Bert Bignell, of the Adelaide Despatch Department, is picking daisies in the country.

# MURMURS From MELBOURNE

Harry Messiner, new member of the Despatch Staff, had a sad accident last week. An adjective motorist crashed his brand new bicycle and left it a mass of tangled iron.

The sympathy of all Paramounteers goes to Frank Heydon, who recently lost his dad.

John Specterman, as dapper as ever, spent a few days in Sydney during the Easter vacation,

# DAYINGS TO A YOUR TO A YOUR THE A

N. S. Wales Branch members spent a very happy Easter. Every day we had blue skies and plenty of sun. Melbourne, we challenge you to produce weather like this.

Mr. Chas. Donaghey is experiencing a little trouble with his red chariot—he really has corns on his hands.

Little did we know that in our midst we have an Exhibition Dancer—he is none other than Maurice Burke. He has been an entrant in the State Championships for the past three years.

### ADELAIDE ACTION

Miss N. Tate, of the Accounts Department, who has been on the sick list, is back again at work.

The Despatch Department has just gone through one of the busiest periods experienced for a long while, and Adelaide sure put it over the other Exchanges during the Easter Holidays. There were only two features left in the Exchange from our 1928-29-30 Product.

#### ADMIRAL **BYRD ENTERTAINED** BY PARAMOUNT.

Admiral Byrd was entertained by Paramount at a private screening on Thursday, April 10th, at the Western Electric Theatrette, Wellington, New Zealand.

The programme consisted of a unique series of items from issues of Paramount Sound News, relating

to the Byrd Expedition.

The distinguished guest was thrilled with the excellence of the talking picture, which had come into existence since he left civilisation for the South Pole. Among the items screened was a few words of appreciation, by Admiral Byrd's mother, of the honours bestowed upon her son.

Byrd also had the unique privilege of hearing his own voice on the screen, which item was made just

Laurence Schwab, of Schwab and Mandel, producers of Broadway musical hits, who are now working with Paramount to turn them into cinema productions, says that the future of the stage is in Holly-It's re-assuring to hear that the stage has a future, even if it's on the screen.

before he sailed from New York in 1928.

Not the least interested member of the audience was Byrd's dog. Igloo, who, when he saw Admiral Byrd's plane roaring past on the screen, became curiously excited. "He's seen that plane returning to the base so often," Byrd remarked, "that he would know it from a thousand others.'

At the conclusion of the programme, Byrd expressed his appreciation to Paramount for the screening. Mr. S. H. Craig, General Manager for New Zealand, welcomed Admiral Byrd on behalf of the Paramount organisation. screening was arranged by Otto Doepel.

AS SEEN BY George Lauvence



SARAH AND SON"

Posed especially for "Punch" by District Manager Claude Henderson and Branch Manager Bert Kelly.

#### "BUDDY" ROGERS RECORDS FOR COLUMBIA.

Charles "Buddy" Rogers has been signed by the Columbia Gramophone Company to make recordings of his hit numbers in "Paramount on Parade"

Mats of the records are now on their way to Australia. "Anv Time's the Time to Fall in Love" is Buddy's big number in "Paramount on Parade". He sings and dances with a chorus of beauties in support.

#### **PERSONALITIES** STILL DOMINATE SCREEN

(By Jesse L. Lasky.)

Screen stars and personalities will be the dominant factor in the motion pictures of the future just as they have been in those of the past. Although some people connected with the industry allege that the play is now of primary importance and that the star system is about to come to an end, the screen always will have its personalities. Whoever predicts their demise is bound to be wrong.

There is in all of us the urge to hero worship. It is a human quality almost instinctive. You have Edison in the field of science, Pavlova in the realm of dance; Otto Kahn in finance; Jack Dempsey and others

James Hall and Stuart Erwin are modest actors. At the Paramount Pep Club Ball they kept out of the limelight so much that it wasn't till toward the end of the festivities that they were discovered. Said Erwin with a grin afterwards: "If they'd only had three trained dogs to go on with me, they'd have had a swell animal act".

in sport. The talking screen will never be without its Clara Bows, Maurice Chevaliers, Gary Coopers and Nancy Carrolls. Stars are made by public demand, and when they flicker and fade, others take their places.

As our latest example of rising screen popularity. I might point to Jack Oakie, whom we have just raised to stardom. His elevation was brought about wholly by public demand. Hero worship by the picture-going public compelled us to put Oakie on the pedestal of stardom. Others who earn similar favour will follow. Personally, I would have it no other way.

# Mens from the Strictics

#### FLASHES!!!!

Charles Ruggles, Stanley Smith, Frank Morgan and Ginger Rogers are to have featured roles in "Queen High", a new musical comedy shortly to go into production at Long Island.

"Animal Crackers", the Four Marx Brothers' current stage hit, is to be made into a screen production by Paramount. Production to be at Long Island.

"Dangerous Nan McGrew", a musical talkie, featuring Helen Kane, has been completed. James Hall, Stuart Erwin and Louise Closser Hale have the chief roles.



Stuart Erwin, one of the latest additions to Paramount's comedy bunch. Watch for his smart work in "Young Eagles".

Frank Tuttle, who is directing Clara Bow in her new starring picture, "True to the Navy", was the director of the second picture in Miss Bow's career. It was a production called "Grit", made by the now extinct Film Guild, which young Tuttle, then just out of Yale, helped to found. "Grit" was not much of a success, nor was Miss Bow's work in it outstanding or convincing, as Tuttle recalls. "In fact, I'm afraid I once told her that she'd never be a success on the screen," he confesses, somewhat ruefully.

Richard Tucker, in pictures since the old Edison Company days, never had training as an acrobat, but now wishes he had. He has to fall down stairs in "The Benson Murder Case", and out of a window in William Powell's new starring picture of prison life.

Maurice Chevalier, personable Frenchman, is the current public idol. All visitors to Hollywood ask to see him; are disappointed that he is now in New York completing work in "The Big Pond", and preparing for a new picture, "Too Much Luck". They want to know many things about him. favorite question is: "Is he as nice as he seems to be?" The answer is: "Nicer." There is no screen star in Hollywood more gracious, more charming, more eager to make friends. He is punctilious about appointments; once got a speed ticket hurrying in from the beach that he might be on time for a young man who once before had kept him waiting an hour.

#### FLASHES!!!!

"Anybody's War" has been selected as the final title for Moran and Mack's latest all-talking comedy. Working title was "The Two Black Crows in the A.E.F.".

Paul Lukas has been given an important role in "The Devil's Holiday", Nancy Carroll's next starring picture. Edmund Goulding, author and director, has started filming in Hollywood.

"Follow Thru" goes into production shortly in Hollywood. Charles (Buddy) Rogers is to be starred, and Zelma O'Neal, New York stage star, will play opposite.



"THE TEXAN"—a striking study of Gary Cooper in the title role of "The Texan", his latest starring picture.



# AD. SALES DRIVE A SUCCESS

#### VARCOE SPEEDS UP.

The special Ad. Sales drive for extra business, has commenced to bear satisfying results. Although the number of extra orders seem somewhat small in quantity, in almost each case, the new order has represented a considerable increase in revenue. Since the primary object of the drive is to increase the weekly receipts and to bring each Branch farther up the ladder towards Quota, the results so far attained have been well worth the effort.

Jack O'Neil of Sydney, and Cyril Power of Brisbane, are now sharing first place honors, with 17 increases each. H. N. Varcoe of Melbourne, put on a burst of speed last week, and came through with seven new orders, ascending to second place. New orders were also received from B. Kuch of Wellington, and R. Kivell of Auckland.

The present standings of the Ad. Sales branches in the special drive for extra business are as follows— Class "A"; Sydney, 17; Melbourne, 7; Class "B": Brisbane, 17; Wellington, 1. Class "C": Adelaide, 3; Auckland, 3. Class "D": Perth, Nil; Launceston, 4.

# SELLING AD. SALES —AND HOW!!

The "honor" panel for this issue, goes to Dick Winch, salesman attached to N.S.W. branch. The following standing Ad. Sales order was obtained from Western Cinemas Ltd., of Orange, N.S.W.:—

All Specials: One 24-sheet, one six-sheet, two three-sheets, four one-sheets, 50 Daybills, 1,000 Couriers, one slide, one set of 11 x 14's, one D/c block, and one sound trailer.

All Features: One six-sheet, one three-sheet, four one-sheets, 12 Daybills, one slide, and one set of 11 x 14's.

#### SELL COURIERS!

There is no other piece of Ad. Sales material that fills more seats than Paramount's attractively designed, three-color courier. There is no other item in your stock that brings in more revenue. By selling couriers to your exhibitor-customers you are not only helping him to fill his theatre, but you are also increasing your receipts and putting your branch farther up the percentage column.

Every Paramount monthly special and every extra-special picture is supplied with an extra seat-selling medium in the courier. Every picture selected at H.O. as a "special" is just that in every sense of the word. Each special is worthy of a big push and has been supplied with the necessary material. Your job is to convince the exhibitor of the necessity of pushing a big picture, and of the undeniable seat-selling quality of Paramount couriers. In other words, it's your job to SELL COURIERS. LET'S GO!

#### NEXT ISSUE, MAY 14th.

The next issue of Paramount "Punch" will be published on Wednesday, May 14th. Let's have news items from every Branch NOW!

#### An Ad. Sales Order with Every Contract!



Vol. 4.—No. 10.

SYDNEY, AUSTRALIA.

May 14th, 1930.

## CRAIG'S FINE PERFORMANCE

LEADS FIELD FROM START OF CONTEST—LEVY'S HIGH FIGURES—SALESMEN IMPROVE THEIR STANDINGS.

Stan Craig and his Maori district has certainly put up a fine performance in the New Show World Contest. Stan has shown the way to Gawler and Henderson, since the start of the contest, nearly 20 weeks ago. In the latest standings announced by Mr. Clark, the New Zealanders have gone still further ahead, having brought their percentage up to 111.68. Henderson and Gawler are still in the nineties, and in close reach of quota.

Bert Hagon of Launceston is still showing the way to the branches with a high percentage of 119.13. Wellington, Perth and Brisbane are also "over the top" in second, third and fourth place respectively.

Figures to hand this week, from Jack Groves' Far Eastern Division, show that the advent of talkies in Sourabaya are responsible for Robinson moving up from eighth to fifth place. With theatres now becoming wired in Singapore and Batavia, it should not be long before we see Kennard and Olsen improve their positions.

T. Rogers of Perth holds pride of place over the Ad. Sales managers, with a percentage of 101.74. His closest opponents are Power and Kuch. The latter has shown a decided drop in his figures since the last issue of "Punch", but this is due mainly to the fact that he has taken over Auckland's quota.

The sales force are finding it hard to reach the high figures of 144.06, set up by Austin Levy, but it is pleasing to note that in the last two weeks, no less than seven of the boys have improved their figures. These boys were Thompson, Blood, Hale, Witherington, Winch, Wood and Hill. Quite a performance.

Only six more weeks remain until the end of the first half year of the contest. Let's see everyone on their toes after extra business, to give the Blue Ribbon Bunch a fine start in the "Studio Sponsored Contest". Let's Go!!!





### SALESMANSHIP ---

Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

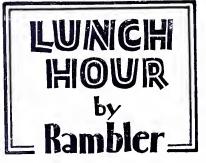
Reg. Kelly ..... Editor.

Vol. 4.—No. 10. May 14th, 1930.



HE Prince of Wales, has long been termed "The British Empire's Greatest Salesman". This is a title none will, nor can, contest. The Prince is a star salesman, and it is interesting to note his remarks from one of his

addresses on the subject of salesmanship.



am glad to hear that salesmanship is being studied by a representative committee, and, although it would be out of place for me to anticipate its report, I am sure it will include among the other requisites it advises, personal knowledge of the goods, knowledge of the conditions and language of the country where the goods are to be sold, and then tact and good manners".

One day last week, Sydney was enveloped in a dense fog... so dense that traffic was suspended on the harbour... still, when you get the golf bug, what's a fog or two... My mushroom man tells me that he met a couple of Paramounteers on Moore Park Links in the thick of the fog, at the early hour of 7 a.m.... Later, we found that the two golfers were Mel. Lawton and Jack Groves... Jack says that he was afraid to use a wood club ... and even with an iron, lost three balls... But the fog didn't make any difference to Mel... He just socked away with his driver, and didn't once lose sight of his ball... Mel is some 'golfer'... Try to catch Claude Henderson playing in a fog... he hasn't played for three years now... ever since he lost his ball...

T is more than interesting to note that the Prince sees eye to eye with Paramount, in the great fundamentals of salesmanship, which have made Paramount Pictures so internationally renowned.

EVERY member of our sales force knows the product he is selling, he is familiar with the conditions of his territory, he has a good approach, and he practises tact and good manners. Our salesmen are gentlemen. If they did not check up on all those points, there would not be a place for them in the Paramount organisation.

William f. Clark.

#### CLARA BOW ADDED TO "PARAMOUNT ON PARADE".



Clara Bow has been added to the long list of Paramount stars and featured players in the cast of "Paramount on

Clara Bow. Parade", the newly completed cinephonic festival. In a specialty sketch, Clara reveals for the first time her talents as a singer and dancer. She sings a hit number, titled "I'm True to the Navy Now", assisted by Jack Oakie, Skeets Gallagher and a chorus of 42 dancing sailors.

The addition of the Clara Bow skit brings the total number of novelty starring interludes up to 20. Thirty-nine Paramount personalities are featured in the mammoth picture.

### PEULEVE EXPLOITS "THE VAGABOND KING".



Len Peuleve, Head Office Exploitation Representative, is at present working at high pressure on the interstate campaigns for "The Vaga-

Len Peuleve. "The Vagabond King". Len tripped to Newcastle last week, and with Bill Cornell of the Theatre Royal, put over an excellent campaign. Brisbane is his next port of call, where the picture opens June 7.

Meanwhile John Specterman is getting everything in readiness for the Melbourne season.



AS AT MAY 10th, 1930.

#### DISTRICTS.

Po	siti	on. Per Cent.
1	S.	H. Craig 111.68
2	C.	E. Henderson 94.32
3	F.	Gawler 93.58

#### BRANCHES.

Po	siti	on.					Per	r Cent.
1	A.	W.	Hago	n.	La	unces	ton	119.13
2	S.	Η.	Craig		W	elling	ton	111.68
3	C.	A	botome	ey .	٠.	Pe	rth	105.09
4	C.	J.	Shepl	ierd		Brisba	ane	103.53
5	S.	J.	Robin	son	S	ourab	aya	91.16
								91.09
			wler					90.30
			Board					85.91
			ennard					61.95
10	Α.	O	lsen .			Bata	via	56.91

#### SALESMEN.

Po	sition.	Pe	r Cent.
1	A. Levy	. Brisbane	144.06
2	F. Thompson	Wellington	117.05
	W. Blood		113.55
4	C. Hale	Sydney	110.81
5	W. Witheringto	n, Brisbane	105.24
6	R. G. Winch .	Sydney	104.93
	H. Wood		94.08
	M. Milholland,		92.11
9	R. Wanklyn .	Melbourne	88.15
	H. Hill		83.57
11	F. Wilke	. Adelaide	64.71

#### AD. SALES.

Position.	Per Cent.
1 T. Rogers Per	rth 101.74
2 C. Power Brisba	ine 86.68
3 B. Kuch Wellingt	on 86.01
4 J. O'Neill Sydr	1ey 79.64
5 H. N. Varcoe . Melbour	ne 77.93
6 H. Dilger Launcest	
7 H. Slade Adelaid	e 54 45

#### WEDDING BELLS FOR RITA DAVIES



Miss Rita Davies, formerly secretary to Mr. Sixsmith, had the "Wedding March" played for her especial benefit on May 6th, when

she became Mrs. Les Crowther.

On behalf of the Blue Ribbon Bunch, "Punch" wishes Rita happiness and good luck in her new life. Mrs. Crowther will make her new home in Brisbane.

#### BY THE WAY-

Flo Thurston helps New South Wales crew paddle to victory in Australian championship — Paramount Baseballers win first game of season—"Pop" Flynn all smiles—Owen Goodland and his baby slapped by a nasty policeman for speeding—George Lawrence has two landscapes hung in Society of Artists' Exhibition—good boy, George!—The Editor requires only 98 more cigarette coupons to obtain a fine camera. Who's going to help?

#### BI-LINGUAL FILMS.

Although the rapid strides made in the field of talking pictures will soon reach the point where the production of films in several languages will be an essential practice, the future holds no qualms for Paramount's stars and featured players.

It has been discovered that Ruth Chatterton speaks French as fluently as she does English. Claudette Colbert can do the same. Barry Norton is a master of English, Spanish, French and German. Chevalier's accomplishments are known. Far in advance of them all is William Austin, comedian, who can speak Chinese.

#### MR. HICKS ARRIVES IN NEW YORK FOR ATLANTIC CITY CONVENTION.



Mr. Hicks.

Mr. and Mrs. Hicks have arrived in New York. In a cable to Mr. Clark, Mr. Hicks says that he has seen both "Paramount on Parade" and "Ladies Love Brutes". The former he states to be 'marvellous entertainment with every star really doing something. Chevalier occupies two reels in three great numbers. Will get the money."

Regarding the Bancroft picture, Mr. Hicks said that it is that actor's best, including "Wolf of Wall Street".

Mr. Hicks is at present busy in conference with Mr. Shauer prior to the Home Office Convention, which will be held at Atlantic City on May 16, 17 and 18.

John Kennebeck is expected to arrive on Times Square in a few days.

#### HOW HOLLYWOOD GOT ITS NAME

Two ladies on a train gave Hollywood its name. In 1884, a Mrs. H. H. Wilcox, wife of a Los Angeles real estate operator, was returning to her former home in Kansas City. Her train companion was a wealthy English woman who talked much of her family home, "Hollywood". Mrs. Wilcox liked the name, remembered it, and when she returned to southern California, gave it to a ranch property just acquired by her husband.

In 1885, Mr. Wilcox subdivided Hollywood ranch and a struggling town came into being. But one remaining building of the original town remains intact. It is the old riding stable in which Jesse L. Lasky, vice president of Paramount, made his first motion picture, titled "The Squaw Man".

#### HAPPENINGS in HEAD OFFICE

Many happy returns of the day to Glad Anderson of the Head Office Accounts Department. Glad was the recipient of many beautiful presents, being especially thrilled over a bunch of red roses, having a rose for each year. We are not quite sure whether the thrill was for the roses or the giver.

News comes from Victoria of Mrs. Glad Roberts. Glad wishes to be remembered to all her old friends in Paramount, and says she is looking forward to seeing them all on her next visit to "Sunny New South Wales."

Welcome to Mr. Hector Smith, a newcomer in the Head Office Accounts Department. Mr. Smith is relieving Mr. Whittle, who is away on sick leave.

#### MELBOURNE BOYS WELCOME FLO THURSTON.



Boys of the Melbourne Exchange donned their "Sunday" suits and best smiles to welcome Flo Thurston of Head Office as she passed through en route to Adelaide, where she rowed for N.S.W. in the Australian Championship.



### BRANCH NEWS - - - - Where's Yours?

# DAYINGS AYDNEY.

Gordon Brooks, our most recent addition to sales staff, is building up a reputation as a football fan. In the contest of footbrawl knowledge, he has two worthy competitors in Charlie Hale and Jack O'Neil.

Talking of football, Jack Palise is lamenting the fact that he was dropped from his club team last Saturday. Too many fags and late nights probably the reason.

Bertie Matts is the latest member of the N.S.W Branch motor car owners' club. And how Bertie runs over the silent cops in his shiny Chevrolet is nobody's business.



Mr. Claude Henderson has just returned from Adelaide after a successful trip.

Mr. Bert Kelly is recovering from a bad attack of stomach trouble.

Miss Page (Mr. Hicks' Secretary) over in Melbourne on holiday, paid a visit to the exchange.

Miss Flo Thurston looked Melbourne over during her journey to Adelaide. The Melbourne Paramounteers wish her every success in the boat race.



Bill Powis of the Melbourne Despatch Department is vacationing at Tecoma.

Miss Walker of the Melbourne Branch is spending her holidays at home.

Bill (Mac) McKeown, (N.S.W. Booking Department), is way out back—Peak Hill to be correct. Beware, Mac, and don't go down the mines.

Miss Jean Baseby of the Accounts Department is at present milking cows on a farm in the country.

# ADELALDE

Mr. Ron Lawn of the Perth Branch, while on a visit to Adelaide, called at this office and made the acquaintance of "The Paramounteers".

Since a recent trip to Wolseley, a certain salesman has been heard singing "I Wonder How I Look When I'm Asleep", or perhaps a more appropriate version would be "I Wonder What Takes Place While I'm Asleep".

# Whispers from Wellington

Verna Browne has returned after spending Easter at the Sounds. Fishing, launching and shooting were feature attractions of the holiday—but to sprain an ankle at the critical moment—well, it makes one doubt the safety of those shingly beaches. (That's just too bad, Verna.—Ed.)

Bert Saunders of the Film Despatch Department, is at present on vacation in Auckland. During his absence, Ray Young and Bert Staff are co-operating in putting the work through in great style.

Wilfred Smeaton's nightmare— "The Love Parade" advertising and publicity campaign. Wilf certainly is well acquainted with the razor and glue-pot. (One of the Razor Gangsters.—Ed.)

We welcome Mr. O. A. Mangin to our office, who has been transferred from Auckland.

We are happy to note that Harry Curry won his wager that "The Love Parade" would run five weeks in Auckland.

#### OUR STUDIO SPONSOR SENDS HIS GREETINGS.

I haven't been away from Australia so long that I have forgotten her songs. That's why I say I am proud of the honor of sponsoring the Blue Ribbon Bunch of Paramount's Foreign Legion --- "So a challenge now we've hurled, from Australia to the world, 'This Bit of A Drive Belongs to Us.'" Truly, as never before, "Australia Will Be There." And all of this goes for New Zealand, too.



Above is pictured a copy of a message to the Blue Ribbon Bunch from O. P. Heggie, who has been appointed our sponsor in the 1930 Foreign Legion Contest.

# HAROLD LLOYD'S NEXT IS "FEET FIRST".

Harold Lloyd has started filming on his second all-talking comedy titled, "Feet First". The story deals with a shoe clerk, who has social ambitions. Early scenes of the picture are being taken in place aboard the Matson liner, "Malolo".

"Feet First" marks the first time that Lloyd has started work on a picture with the complete script ready. Hitherto, he has made up the action as filming progressed. The new procedure is the result of talking picture methods. Production is expected to be completed during the latter part of July.

# CLARA BOW DISPENSES WITH HER "FLAPPER BOB".

Clara Bow, long recognised as queen of the flappers, is letting her flaming locks grow. The famous Bow Coiffeur, which created a never-to-be-forgotten impression of a vivid personality in a vivid setting, is no more.

In her new all-talking picture, "True to the Navy", Clara Bow appears for the first time with her new hair-dressing. It is shoulder-length and left free to blow about where it will, and, according to reports, makes the little star shine with a more vivid personality than ever before.

### DARAMOUNT FRSONALITIES

AS SEEN BY
GEOVGE LAWYENCE



Posed especially for "Punch" by District Manager Fred Gawler.

# MAURICE CHEVALIER LEARNS SPANISH.

Maurice Chevalier is learning to speak Spanish. The famous French star, who has captivated the hearts of picture-goers in both English and French, is discovered to be equally popular in South America, as on the boulevards of Paris, or on the screen in English-speaking countries. For this reason, he was induced to master enough Spanish so that he might greet his friends in the Argentine in a trailer for "The Love Parade", which will soon be released in that part of the globe.

# Mews from the Strictical

# OLIVE BORDEN SIGNS FOR OAKIE PICTURE.

Olive Borden, one of Holly-wood's most-sought free lance players, has been cast for the feminine menace role in "The Social Lion", Jack Oakie's initial starring talkie. Her role will be that of a society siren, and she will match her charms against those of Mary Brian, Oakie's leading woman in the film.

Skeets Gallagher, Charles Sellon and Cyril Ring head the supporting cast.

#### FLASHES!!!!

"The Caveman" will be George Bancroft's next talking picture. Production starts soon at the Hollywood studios, with Victor Schertzinger directing.

William Powell's next has been tentatively titled "Shadow of the Law". This will be the talkie version of "The Street of Silent Men".

"The Devil's Holiday", starring Nancy Carroll, is completed. Written and directed by Edmund Goulding. Cast includes James Kirkwood, Hobart Bosworth Phillips Holmes and Morgan Farley.

# WHAT PARAMOUNT PLAYERS ARE DOING.

CLAUDETTE COLBERT'S lifelong dream of a round-the-world cruise is about to come true. Immediately after she completes her next picture at our West Coast studios, Miss Colbert will leave for a world-encircling trip which will claim most of the 1930 summer months. She will sail aboard the *Imperial Prince* from Los Angeles on May 20.

CHARLES RUGGLES has donated a perpetual handball trophy to the New York Athletic Club.

STANLEY SMITH last week posed for Knox hat ads, Arrow shirt and collar ads and a lot of other ads.

GEORGE BANCROFT has just completed building a four-story beach residence, located on the ocean front at Santa Monica, Cal. The new house is of modified Spanish architecture, with the first floor just a few feet above high tide level.

#### "SUCH IS FAME".

It pays to be accomplished in Hollywood.

A recent cast call sheet for "The Social Lion", Paramount's first Jack Oakie starring picture, read:

> Jack Oakie Mary Brian Skeets Gallagher

Four elderly men, able to play pool.

#### FLASHES!!!!

"The Sap from Syracuse", New York stage comedy hit, will be Jack Oakie's second starring talkie

> for Paramount. Filming at Long Island studios next month.

HERE'S A CHANCE FOR A PAIR OF GLOVES. Island studios next



Phillips Holmes What a chance you have missed girls, and "Buddy" Rogers too. Albert and Morgan Deane sends "Punch" this picture of "Buddy" taken during the filming of Farley. "Young Eagles".

Nancy Carroll is to be co-starred with Charles (Buddy) Rogers in "Follow Thru", a screen musical farce. Filming under way at Hollywood studios. Zelma O'Neal and Thelma Todd in cast.

"B o r d e r Legion" new alltalking Western, starring Richard Arlen, completed.

# AD-SALES! If it's worth RUNNING — it's worth ADVERTISING!

### O'NEIL AND POWER BATTLE FOR DRIVE HONORS.

Jack O'Neil of Sydney, and Cyril Power of Brisbane, are staging a good tussle for supremacy in the special drive for extra Ad. Sales business. O'Neil jumped into first place last week, with a grand total of 23 increases, but Power was close behind, having turned in 20 extra orders. H. Slade of Adelaide, was the only other Ad. Sales Manager to send in an additional order.

One particularly good source of extra business lately, has been in display boards. These not only constitute extra sales, but also bring about an added number of photos on each picture, required by every exhibitor purchasing a board. It is to be hoped, that, in the future, every additional sale, if no more than a Daybill, will be credited toward the special drive.

The present standings of the Ad. Sales branches in the special drive, are as follows Class "A": Sydney, 23; Melbourne, 7. Class "B": Brisbane, 20; Wellington, 4. Class "C" Adelaide, 4. Class "D": Perth, nil; Launceston, 4.

### SELLING AD. SALES —AND HOW!

Harry ("Ad. Sales") Curry, Branch Manager at Auckland, wins first place in the "honor" panel for this issue. The following order was obtained by him from the Majestic Theatre, Auckland:—

"The Great Gabbo": 10 24-sheets, 6 6-sheets, 6 3-sheets, 6 1-sheets, 250 Daybills, 2 slides, 4 sets 8 x 10, 4 sets 11 x 14, 2 sets 14 x 17, 4 22 x 28, and one sound trailer.

"Slightly Scarlet" and "Burning Up": 6 24-sheets, 2 6-sheets, 3 3-sheets, 4 1-sheets, 30 daybills, 1 slide, 4 sets 8 x 10, 3 sets 11 x 14, 3 sets 14 x 17, 2 22 x 28 and one sound trailer.

Honorable mention also goes to Bill Blood of Brisbane for a substantial order from the Airdrome Theatre, Innisfail, and to B. Kuch of Wellington for an order from the Majestic Theatre, Wellington,

#### SELL SOUND TRAILERS.

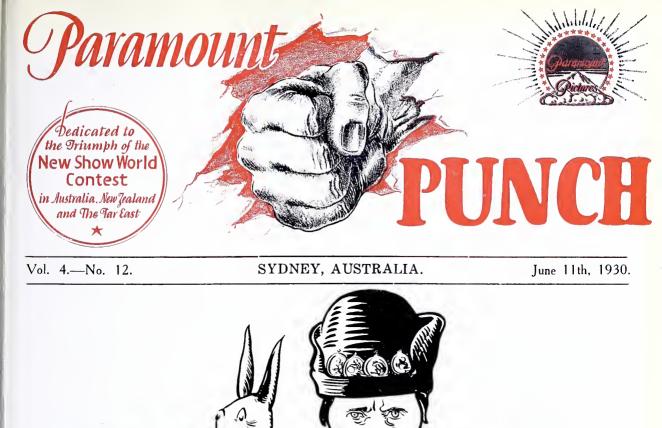
Paramount Sound Trailers are among the best revenue-getters of Ad. Sales material. Every trailer hired out nets your department a handsome profit and also brings the money tinkling into the exhibitor's box-office.

This seat-selling item is a complete revelation in Ad. Sales material, a genuine tribute to Paramount brains and originality and well worth the added hire cost. Each trailer is a work of art, both from the standpoint of advertising power and artistic ingenuity. Each trailer piques the curiosity and creates in an audience the desire to see MORE.

Remember, if your exhibitor-customer raises an objection to the price, that Paramount Sound Trailers are not only the best seat-selling medium in your stock, but a genuine bit of entertainment as well. A Paramount Sound Trailer forms an integral part of every good talkie programme. Convince the exhibitor of that fact. Convince him of the desirability of becoming a regular trailer subscriber. PUSH SOUND TRAILERS. LET'S GO!

#### NEXT ISSUE, MAY 28th.

The next issue of Paramount "Punch" will be published on Wednesday, May 28th. Let's have news items from every Branch NOW!



THE

BLUE

RIBBON

**BUNCH** 

REPS.

THE

FIGHTING

'ROO AND

KING

HEGGIE.

The Boys who will meet all comers in the "Studio Sponsored" Contest





**OUR CONGRATULATIONS** 



HERE is nothing that is more helpful to this industry of ours, than good honest-to-goodness competition. In fact, competition and clean-cut rivalry in any industry are wonder-

ful assets.

Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.—No. 12. June 11th, 1930.

# LWINICHI IHIOUR by Rambler

There is no doubt that mushrooming has the same fascination as big game hunting... Chaps travel thousands of miles, spend oodles of cash, risk their lives... just to take a crack at a lion... "Rambler" made faces at a lion once... and it only cost the price of admission to the Zoo... I'll bet I got just as much kick out of it as the guys who go to Africa just to pull a big cat's whiskers... Mushroom hunting is the same... Bert Kelly gathered a bucketful the other day ... and whilst away from his car, someone sneaked off with a bag... The contents of which were valued at £12... Bert doesn't like mushrooms anymore. Charlie Gatward motored 100 miles last week, and came home highly elated with about a pound of the meadow vegetables... Charlie doesn't feel so good now, when he reckoned out the cost of the trip...The mushrooms cost him two bob each... Philo Vance tells me... after studying the psychology of it all... that he has come to the following conclusion:-"The human race is made up of four kinds of nuts... big game hunters... mushroom gatherers... rock fishermen ... and hurdle jockeys...

E of Paramount, and of the motion picture industry in general, congratulate Great Britain on her recent efforts in motion picture production. "Splinters", which is drawing good crowds in Sydney, and "Rookery Nook", which is a big success in Melbourne, are two pictures that will place Britain in line with all other countries as a serious rival in the production field. Such competition will be welcomed. It will be all for the good of the Industry.

Y EARS ago, when British pictures were not taken too seriously by the exhibitor and public alike, it was necessary for the Australian and English Governments to frame quota laws. After seeing "Rookery Nook" and "Splinters", I feel sure that our legislators will forget about quota laws. If Great Britain can keep up the standard of those two, and I know she will, there will be absolutely no need for any government to tell the exhibitor what he should screen.

TO Great Britain, once more, our congratulations.

William f. Clark.

# LONG IS. STUDIOS CHANGE NAME

Paramount's Long Island studios will be known officially as the New York studios in future. The change in name was brought about by the steady increase in production at that studio and its proximity to the famous theatrical centre from which it draws much of its acting, writing, directorial and technical talent.

The new studio has served as a gateway through which such notables as Claudette Colbert, Chas. Ruggles, Dennis King, Lillian Roth, Ginger Rogers, Kay Francis, Frank Morgan and others have been transferred from the New York stage to the talking screen.

# KENNY LAUDS "P.O.P." AND "THE BIG POND".

"Punch" has just received a letter from John Kennebeck, in which he writes enthusiastically about our forthcoming "big ones". Says Kenny:—

"'The Big Pond' will set Chevalier higher than the planet of Venus. It just has EVERYTHING! 'Paramount on Parade', with every star and player in it, is sure to pop all box-office records. It's the goods—the grandest and most glorious revue of girls, gags, gorgeous settings, songs and scintillating sequences ever conceived by the mind of man".

#### OUR NEW FEATURE.

Commencing in this issue, "Punch" introduces a new feature, which will undoubtedly prove of interest to readers. Turn to page six, and read "Heart Beats and Throbs", by Dirothy Dox.



AS AT JUNE 7th, 1930.

#### DISTRICTS.

Position.	P	er	centage	
1 S. H. Craig 2 F. Gawler 3 C. E. Henderson		No.	1	92.74

#### BRANCHES.

Position. Per	centage
1 S. H. Craig Wellington	110.01
2 A. W. Hagon . Launceston	
3 C. J. Shepherd Brisbane	101.92
4 C. Abotomey Perth	98.78
5 F. Gawler Sydney	
6 H. Kelly Melbourne	87.26
7 P. Board Adelaide	81.92

#### SALESMEN.

Pos	ettion. Per	centage
1	A. Levy Brisbane	143.02
2	F. Thompson, Wellington	115.01
3	W. Blood Brisbane	
4	C. Hale Sydney	107.53
5	J. Witherington . Brisbane	106.23
6	R. G. Winch Sydney	104.51
7	H. Wood Sydney	100.56
8	M. Milholland, Melbourne	91.12
9	H. Hill Perth	83.20
10	R. Wanklyn Melbourne	82.79
1.1	L. B. Wilke Adelaide	60.45

#### AD. SALES.

os	sition.		Perc	entage
1	R. Lawn		. Perth	99.65
2	B. Kuch	W	ellington	+90.22
3	C. Power		Brisbane	81.35
	J. O'Neil			80.38
5	H. N. Va	rcoe . M	lelbourne	73.14
	H. Dilge:			69.52
7	H. Slade		Adelaide	50.53

# PARAMOUNT BASEBALLERS WIN FIVE ON END.

Paramount baseballers have started the season well. With five straight wins in a line, they feel confident of making a great fight for first place at the end of the season. The club is entered in the highest possible grade for a non district club, and the calibre of the opposition is strong. The Paramount club meets the two hardest nuts to crack in the competition during the next couple of weeks, and the result of the competition will undoubtedly depend on these games. wishing the Paramount 'ballers success.

#### HARPO'S 18-DAY DIET.

Harpo Marx, starting work with his brothers in "Animal Crackers", at the New York studio, has drawn up an 18-day diet, which he considers ideal from his standpoint.

Here it is:—

Breakfast.—One glass of ink, one jar of paste, one book, two thumb-tacks.

In between times.—Rubber bands, letters, one apple, one jar of glue.

Luncheon.—One glass of listerine, rubber band salad, three marbles, an artificial rose.

In between times.—As many pencils, pens, collars and buttons as he can find (honestly or otherwise).

Dinner.—Combination salad, consisting of glue, ink, lubricating oil, weeds, ladies chiffon handkerchiefs and cigarette butts.

# CRAIG LEADS CONTEST FOR ENTIRE TWENTY-FOUR WEEKS

WELLINGTON HEADS BRANCHES TOO—FINE FIGURES RECORDED BY SALESMEN.

NLY two weeks to go before the end of the first half of the 1930 New Show World Contest. Twenty-four weeks have passed, and they have been twenty-four weeks of sensational achievement. Perhaps the most notable performance has been that of Stan Craig, who has kept his New Zealand district at the top to date, throughout the entire drive. And above all, Stan has not yet been once under quota. Indeed a sterling performance.

In the standings announced to-day by Mr. W. J. Clark, the positions are practically unaltered for the past two weeks. Craig with his fine figures has slightly increased his lead over Gawler and Henderson in the districts. Bert Hagon of Launceston who, for some weeks past has held top position in the branches has slipped back into second place. The other positions are unaltered.

Among the salesmen, F. Thompson of Wellington put on a burst of speed, and with a percentage of 115.01, has stepped up into second place, displacing Bill Blood. Austin Levy, although he has held sensational figures for some time now, certainly means not to be caught, and, with an increase of three points, has pepped his percentage up to 143.02.

The positions in the Ad.-Salesmen's standings are unchanged. Ron Lawn of Perth leads Kuch and Power.

# PARAMOUNT HITS NEW PRODUCTION STRIDE. 1930-31 SCHEDULE.

With 23 production units busy at the New York and Hollywood studios, Paramount has hit its stride in the new production drive for the 1930-31 season. Nine New Show World all-talking films were sent to the editors and cutters during the past two weeks, eight new pictures are under-going filming process, and six more productions are being groomed for an early appearance before the cameras.

The new films now in the hands of the editing department are "Queen High", a screen musical comedy, with Charles Ruggles, Stanley Smith and Ginger Rogers; "True to the Navy", Clara Bow's latest; "The Return of Fu Manchu", the sequel to the former Sax Rohmer film, with Warner Oland and O. P. Heggie; "Follow Thru", a golf musical farce, costarring Charles (Buddy) Rogers and Nancy Carroll; "Facing the

Law", starring William Powell; "Paramount on Parade"; Jack Oakie's initial starring film, "The Social Lion"; "Young Man of Manhattan", with Claudette Colbert, Norman Foster and Charles Ruggles, and "With Byrd at the South Pole", a unique record of the famous Antarctic expedition.

In production are 'Animal Crackers', the Four Marx Brothers' next musical farce; "Civilian Clothes", starring Gary Cooper, with June Collyer; "Feet First", Harold second Lloyd's talkie-comedy; "For the Defense", William Powell's next starring picture; "Grumpy", starring the English artist, Cyril Maude; Ernst Lubitsch's next lavish screen operetta, "Monte Carlo", with Jeanette MacDonald and Jack Buchanan in the leads; "Manslaughter", with Claudette Colbert and Fredric March, and "The Sap from Syracuse", Jack Oakie's second starring talkie.

### ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?



Bill Hurworth, Assistant General Sales Manager, dropped in for a few days on his extended tour of the territory. His next stop, so we understand, is Adelaide.

John Specterman, Exploitation Representative, has just recovered from a bad attack of 'flu.

Bill Powis, Despatch Manager, is at present indisposed, owing to kidney trouble. His speedy recovery is the wish of all.

George Hays, Booker, gave away a bride last Sunday. A unique performance for one so young.

Jack Bolter, of the Despatch Department, is an ice-skating enthusiast. He is very much in evidence every evening at the local skating rink.

## DAYINGS AYUNGS

Miss Bell, of the Booking Department, and Miss Amy Johnson, the flyer, have been the cause of several arguments in the office, recently. It appears that both "The Flying Queen" and Miss Bell are from England. Nuff said!

Of course we shouldn't have mentioned it, but what is Bertie Watts down in Bankstown in the early hours of the morning for?

A little bird tells us of a budding romance in the Despatch Department. Maybe Olive and Mick B know something about it.



Can you imagine that! Not a soul on holidays. Must be the cold weather.

## ADELALDE

The members of the Adelaide Branch were indeed glad to welcome Mr. W. Hurworth to this Exchange. Reminiscences of bygone days were recalled last Friday, when Mr. Nacked visited this Exchange. Mr. Hurworth, Mr. Board, Mr. Nacked and Mr. Carpenter, were at one time working together in New South Wales Branch.

Mr. Bob Henderson is keen to arrange a match between the two golf enthusiasts, Walter Hagon (Bill Hurworth), and Bobby Jones (Arthur Carpenter). Any takers at five to one on Walter Hagon, kindly advise this office immediately.

Harold Slade of the Ad. Sales Dept. is back in harness again, after two weeks' vacation at Petersborough.

## HAPPENINGS in HEAD OFFICE

"Johnnie" came marching home on Wednesday at 2.30 p.m. and Paramount Girls and Boys joined with the crowd in trying to catch a glimpse of her 'plane as it passed over the building with an escort of

twenty (20) planes.

Miss Ruth Edwards, of Head Office fame, who drives a Chevrolet Sedan in her spare time, had a thrilling experience last week-end whilst coming home via the Coast Road. The car, with many others, had to pass axle-deep through water over a bridge, and Fay Scott, her co-worker who accompanied her on the trip, says it was due to Ruth's skilful handling of the car that no damage was sustained. Ruth just kept smilin' through.

We are sorry to learn that Elsie Kench is in bad health and all hope for her speedy recovery.



Trev. Rogers was presented with a wristlet watch from the members of the Perth Branch on his resigning from the position of Ad. Sales Manager.

Ron Lawn now takes over the Ad. Sales Department, and we wish to welcome Don Broadley, our new Despatch Clerk.

We all wish Ron every success in upholding the standard set by Trev. Rogers.

## CLARA BOW'S MANY NICKNAMES.

"BROOKLYN BONFIRE".



Clara Bow answers to more nicknames than any other favorite on the screen. Her wind-blown wealth of carrotyred hair and the

place of her birth, Brooklyn, New York, inevitably supplied many names. She is the "Brooklyn Bonfire", the "Red-head", "Paramount's Forest Fire", and others.

Her vivid personality and youthfulness have contributed other nicknames. She has been called the "Queen of the Flappers", "The Personality Kid", or just the "Kid".

The name most frequently used by her co-workers at the Hollywood studios is "The Gal". Another nickname popular among the studio personnel is "Captain". It started when Clara played in "The Fleet's In", one of her early pictures, and has been revived by her latest production, "True to the Navy".

### DARAMOUNT ERSONALITIES AS SEEN BY



### FACING THE LAW

Posed especially for "Punch" by Charles E. Gatward, Manager, H.O. Traffic and Customs Department,

## "Paramount on Parade", to judge by its reception at its

New York premiere, has proven that a stellar array of big names on the screen can be made to go over, instead of daunting the beholder with so many celebrities, and confusing him with the feeling that he is at a six-ringed circus. This intimate frolic of Paramount luminaries received a commendatory concensus of opinion by reviewers, and it was adjudged the "best ever" among film musicals of its kind, by even the most world-weary among the critics. Showing that the intellectuals in the critical jury like to take a night off now and then and be just entertained instead of Slavonically soul-stirred.

Maurice Chevalier, Buddy Rogers, Clara Bow, Nancy Carroll, George Bancroft, Leon Errol and Jack Oakie were just a few among the screen stars who received nice pats on the back.

### HEART BEATS AND THROBS.

 $B_{y}$  DIROTHY DOX.

This column has been founded at the request of Jack Taylor and Clive Dieppe of the N.S.W. Branch, who recently entered the editorial sanctum in search of advice on pressing love matters. In the past, this work has been effectively handled verbally, but, owing to a miraculous increase in inquiries, it has been decided that a more efficient means of handling the situation should be found, hence the birth of this column. Miss Dox has been engaged by "Punch" at a ridiculous salary to

handle this column, and it is

hoped that her advice will be

Dear Miss Dox.

appreciated.

I am madly in love with two beautiful girls, both of whom I met under the same circumstances. They work at Murdoch's factory, and come down to the front door of Paramount to chat with me during the lunch-hour, and both are as madly in love with me as I am with them. The uncertainty is driving me mad. How can I decide? Is love a curse, and shall I chuck them both and forget, or am I really passing up something?

Yours distractedly,

Clive.

### ANSWER.

Love is certainly not a curse. It has been described as an itch inside that you can't scratch, and as a boil from which you get no relief until it bursts, but love is love and worth the price. Besides, how can you be sure that both are in love with you? Why not put their love to the test? You will, at once, recognise that which is true. If they both respond, you had better write us another letter.

Yours in faith, Dirothy Dox.



### FLASHES!!!

Ginger Rogers is playing opposite Jack Oakie in "The Sap from Syracuse", the latter's latest alltalking production.

Gary Cooper has replaced George Bancroft as the star in "The Spoilers", which will go into production shortly.

Victor Heerman is directing, and Lillian Roth has the feminine lead in "Animal Crackers", the Four Marx Brothers' next screen musical farce.

"New Morals" is the title of the next all-talking production, in which Ruth Chatterton and Clive Brook will be co-starred. The film story is the work of Fredric Lonsdale, noted English playwright. Filming starts this month.

SINCE Jack Oakie has been in New York to make 'The Sap from Syracuse" for Paramount, he has been called upon to let the public take a good long squint at him everywhere. Recently he attended a big party at a hotel to celebrate the opening of a Broadway picture by another company than the comedian's. Jack, asked with the other celebrities to speak a few words to an adoring world, arose solemnly and said to the guests of this other company, "If it's a Paramount Picture, it's the best show in town.'

TAMMANY YOUNG, one of Broadway's actors, was engaged by Paramount to play the role of an iceman in "Young Man of Manhattan", but when he reported at the studios for the part, he was told that it had been cancelled. A frigidaire equipment was substituted.

### FLASHES!!!

"The Silent Enemy", a Paramount epic of the American Indian, has been completed. H. B. Carver and Ilya Tolstoy directed. The entire cast is composed of Indians.

Victor Schertzinger has been assigned to direct Charles (Buddy) Rogers in "Heads Up", an all-colour musical comedy to be filmed at the New York studios.

Ivan Simpson, Natalie Moorehead and Guy Oliver have been added to the cast of "Manslaughter". Claudette Colbert and Fredric March have the leads.

Clara Bow's next will be titled "Love Among the Millionaires". Frank Tuttle has been assigned to direct, and Stuart Erwin will have one of the chief supporting roles. Production is scheduled to start soon at the Hollywood studios.

### THREE BIG ONES FOR EARLY RELEASE.







Glimpses from three Paramount Pictures that will be released shortly. From left to right: Jack Oakie and Zelma O'Neal in a number from "Paramount On Parade", entitled, "I'm in Training For You". Phillips Holmes with Nancy Carroll in "The Devil's Holiday". Charles Mack in "Anybody's War", formerly titled, "The Two Black Crows in the A.E.F

### BEN KUCH LAPS THE FIELD IN DRIVE.

### POWER IN SECOND POSITION.

Ben Kuch, of Wellington, coming from the tail of the list in the drive of extra Ad. Sales business, has lapped the field in a sensational rush, and now holds the undisputed first place, with 53 orders to his credit. Cyril Power has displaced Jack O'Neil in second position with 25 increases, the latter being one order behind in third place. New orders were also received from Varcoe, of Melbourne, Slade of Adelaide, and Lawn of Perth.

The special drive for extra business is undoubtedly bearing fruit. "Punch" notes with pleasure that, on several of the new orders received last week, the items sold "in addition to the present standing order" have been added to that standing order. This means that, for the remainder of the year, the department will be doing more business and making more money with each picture sold. That was and is the primary object of the drive. That it has commenced to show results justifies its existence.

The standings of the Ad. Sales branches to date are as follows: Class "A": Sydney, 24; Melbourne, 9. Class "B": Brisbane, 25; Wellington, 53. Class "C": Adelaide, 5. Class "D": Perth, 1; Launceston, 4.

## SELLING AD. SALES —AND HOW.

B. Kuch, Ad. Sales Manager at Wellington, again runs away with the "Honor" panel. From the Gaiety Theatre, Napier, he obtained the following order on "The Vagabond King":

3 24-sheets, 2 6-sheets, 2 3-sheets, 4 1-sheets, 150 Daybills, 1,000 Couriers, two slides, two sets 11 x 14, two sets 22 x 28, and a sound trailer.

He also obtained substantial orders on "Interference", "Manhattan Cocktail" and "The Letter" from the Civic Theatre, Christchurch.

### SELL AUTOGRAPHED PHOTOS!

Here is another side-line to get that bit of extra business; another novelty with which to stage a clean-up. Autographed Star Photos are ideally suited for theatre prizes, lobby displays and window tie-ups. Besides being authentically autographed, the photos are reasonably cheap individually and in bulk. To own one is the desire of every movie fan, so help the exhibitor to popularise his theatre by selling him genuine fan photos.

Organise a drive of your own on the sale of Autographed Star Photos. Put a real sales talk on every exhibitor-customer that enters the exchange. Write to those in the country. Point out the means and advantages of popularising the theatre with intimate pictures of the stars, each with an authentic signature. In other words, make intelligent use of a new means of increasing sales. SELL AUTOGRAPHED PHOTOS! LET'S GO!

### NEXT ISSUE, JUNE 25th.

The next issue of Paramount "Punch" will be published on Wednesday, June 25th. Let's have news items from every Branch NOW!



Vol. 4.—No. 13.

SYDNEY, AUSTRALIA.

June 25th, 1930.

## FIRST HALF OF YEAR COMPLETED.

BRIGHT PROSPECTS FOR FUTURE—GREAT LINE-UP READY FOR RELEASE—FRED GAWLER SELLS SEVENTY ONE OUT OF SEVENTY FIVE POSSIBILITIES.

HE latest standings in the New Show World Contest announced to-day by Mr. Clark for the first half of the year, show the Blue Ribbon Bunch as a whole, in a bright position for the "Studio Sponsored" Contest.

Although the twenty-six weeks have been good, they have not been as good as expected. However, with the great array of product that we have for release, the prospects for the remainder of the year are very bright.

"The Vagabond King", "Paramount on Parade", "The Big Pond", "Sarah and Son", "The Texan", "True to the Navy", "The Devil's Holiday", to mention just a few, are pictures that will pile up the grosses.

Stan Craig has put up a remarkable performance, having led the districts for the entire first half of the year. Still, he will have to watch Fred Gawler, who has undoubtedly constituted a record by having sold 71 theatres out of 75 possibilities in Sydney and suburbs.

Since the publication of the last standings the position of the Branches is unchanged. Wellington leads with Launceston and Brisbane in second and third places respectively. Robinson of Sourabaia is gradually moving up with the installation of sound in his territory.

Six salesmen have registered quota. Wood of Sydney jumps from seventh to second position with the wonderful percentage of 116.13.

Rogers of Perth, with a nice percentage of 98.68, leads the Ad. Sales division from Wellington and Brisbane





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

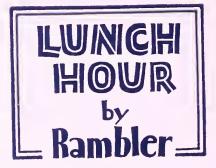
Reg.	Kelly		•		٠					•								Editor
------	-------	--	---	--	---	--	--	--	--	---	--	--	--	--	--	--	--	--------

Vol. 4.-No. 13. June 25th, 1930.

### "Paramount on Parade"

STEADY, solidly, Paramount forges forward. Each month it records new progress, new momentum.

WITH the public's cheers and the critics' praise for "The Vagabond King" still ringing in our ears, along comes "Paramount on Parade" to establish new records, and to add further prestige to Paramount.



Isn't it funny how much excitement is caused when you move a few sticks of furniture about... "Rambler" recently tricked the butcher and the landlord and moved to another flat... The wife wanted the pianola in this corner... but I wanted it in another ...that's wrong... we haven't got a pianola... it must have been the lounge... Three weeks have passed and the lounge is not yet in the right position, despite the fact that it has been moved 698 times and the wife has gone home to her mother 940 times.... When the news went around that Saturday was moving day at Head Office, "Rambler" hid himself in a corner and refused to come out... After three days in seclusion we find that everything went off O.K.... We must find out how Sid-Herbert managed it all and is still called a good fellow ...

THE critics told us, and it was verified by the box office, that the Technicolor masterpiece was Paramount's crowning glory, when, lo and behold, our studios give "a party of the stars", which is one of the biggest pieces of theatrical property we have ever handled, and indeed caps the climax.

T is inevitable that "Paramount on Parade" will be compared with pictures made along similar lines by other companies. There is satisfaction, therefore, in the thought that, whenever such comparison is made, the decision will undoubtedly reflect the seasoned judgment handed down by "Variety"—" "Paramount on Parade" is in a class by itself".

E of the Blue Ribbon Bunch are privileged to have the first release of "Paramount on Parade" in the Foreign Legion. It is up to us then, to show the rest of the world the gigantic grosses we can get with this picture. We will show the way. "Let's Go!".

William f. Clark.

## "Devil's Holiday" Dramatic Smash.

A dramatic smash. That's the simplest and most complete description of "The Devil's Holiday". The story and direction are the work of a genius, no less. The genius is Edmund Goulding, the man who created Gloria Swanson's "The Trespasser". Nancy Carroll as the professional "good girl" who marries a rich man's son for money and then finds out almost too late that she loves him, turns in a performance that conclusively proves her superb ability as a dramatic actress. In this, a new Nancy is born, an emotional actress without a peer.

Phillips Holmes, in the leading male role, achieves a success second only to that of the star. Even the smallest parts are portrayed by established players, so that not for one solitary moment is a careless or inadequate performance allowed to creep into the telling of the story. James Kirkwood, Hobart Bosworth, Ned Sparks, Jed Prouty, ZaSu Pitts, they're all splendid.

"The Devil's Holiday" is a page from life itself. It's decidedly modern, with a modern cast and set in a modern city. It's a dramatic triumph for the screen, a triumph for Nancy Carroll, and Edmund Goulding, and a triumph for Paramount.—"Gob".

### WELCOME TO HECTOR SMITH



"Punch" extends the glad hand of welcome to a brand new Paramounteer in Hector Smith, who joined our

organisation some weeks ago. After spending some time in Head Office, Mr. Smith left for New Zealand on Friday last and will be attached to the Wellington Accounts Department.



### AS AT JUNE 21st, 1930.

### DISTRICTS.

Position.	Percentage					
1 S. H. Craig 2 F. Gawler 3 C. E. Henderson	92.49					

### BRANCHES.

Pos	ition. Per	centage
1	S. H. Craig Wellington	109.48
2	A. W. Hagon Launceston	104.93
3	C. J. Shepherd Brisbane	100.99
4	C. Abotomey Perth	97.00
	F. Gawler Sydney	89.69
6	S. J. Robinson . Sourabaya	88.48
	H. A. Kelly Melbourne	85.61
8	P. C. Board Adelaide	80.62
	T. Kennard Singapore	63.03
	A. Olsen Batavia	60.30

### SALESMEN.

Danisian

Pos	itio	n. Per	centage
1	A.	Levy Brisbane	137.95
2	H.	Wood Sydney	116.13
3	F.	Thompson, Wellington	109.75
4	W.	Blood Brisbane	109.37
5	C.	Hale Sydney	107.41
6	R.	G. Winch Sydney	105.19
7	M.	Milholland, Melbourne	88.61
8	H.	Hill Perth	82.97
9	R.	Wanklyn Melbourne	80.65
10	L.	B. Wilke Adelaide	58.62

### AD. SALES.

Position. I	ercentage
1 T. Rodgers Per	th 98.68
2 B. Kuch Wellingto	on 86.23
3 C. Power Brisbar	ne 80.55
4 J. O'Neill Sydne	ey 79.12
5 H. N. Varcoe, Melbourn	ne 71.42
6 H. Dilger Launcesto	on 66.97
7 LJ C1. J. A J.1.:	1. 40.00

## To-Day and To-Morrow.

Don't tell me of to-morrow, Give me the man who'll say, That when a good deed's to be done,

"Let's do the deed to-day".

We may all command the present

If we act and never wait;

But repentance is the phantom

Of a past that comes too late.

Don't tell me of to-morrow,
There is much to do to-day,
That can never be accomplished,
If we throw the hours away.
Every moment bas its duty,
Who the future can foretell?
Then, why put off till to-morrow
What to-day can do as well?

-CARPENTER.

## "PARAMOUNT PREFERRED"

Harry Curry, Branch Manager at Auckland, forwards the following extract from a letter received from a New Zealand exhibitor:

"We have been having such rotten pictures lately that patrons of Port Albert will not come until they see the sign 'It's a Paramount Picture' in front of the theatre. Thank goodness our new contract with you commences at the end of the month."

"A good deal of room at the top is made by gentlemen who have gone to sleep and fallen off."

-Henry Taylor.

## "WELCOME BACK!"

Kennebecks Return From America.

Attended Home Office Convention.

THE bunch from Head Office turned out in full force last Thursday to welcome back Mr. and Mrs. John E. Kennebeck and baby Margaret Frances, who returned from America by the s.s. "Sierra".

Mr. Kennebeck has been absent from Australia a little over four months, during which time he has covered a great deal of territory. The Far East, Japan, China, the Philippines were visited before he arrived in Seattle on April 19. Then, of course, straight to Omaha to join his wife and baby. Ten days in the home town and Mr. Kennebeck hiked to New York, where he met Mr. Hicks.

On May 16 and 17 both Mr. Hicks and Mr. Kennebeck attended the Paramount Convention at Atlantic City where Mr. Lasky and Mr. Kent announced Paramount's Greater New Show World Programme for 1930-31.

"At the convention," said Mr. Kennebeck, "the Blue Ribbon Bunch came in for a great round of applause when Mr. Hicks spoke of what we were doing out here."

Willard Vanderveer and Joe Rucker, who photographed "With Byrd at the South Pole", told of their experiences in the Antarctic, and also spoke of the hospitality extended to them by the New Zealand Paramounteers.

Following the Convention, Mr. Kennebeck left for Hollywood, where he presented our sponsor, Mr. O. P. Heggie, with an Australian flag on behalf of the Blue Ribbon Bunch.

At the studios he met most of the Paramount stars, including Maurice Chevalier, Clara Bow, Ruth Chatterton, Harold Lloyd and Marlene Dietrich, the Berlin actress, whom he says, "has every-

thing'

"Our line-up for next year," said Mr. Kennebeck, "is undoubtedly the greatest we have had in the history of the organisation. Just a few of the big ones we will release in the very near future are 'The Big Pond', in which Chevalier rises to new heights; 'The Devil's Holiday', with Nancy Carroll. which was the most talked of picture in New York; 'With Byrd at the South Pole', which will stand alone against all others as one of the most outstanding pictures the industry has produced; 'The Silent Enemy' is another 'Chang' and is at present playing at two dollars top at The Criterion, New York; 'Follow Thru' in technicolor and with a big musical comedy cast; The Four Marx Brothers in 'Animal Crackers', which has more laughs than 'The Cocoanuts'; 'Fighting Caravans', the 'Covered Wagon' of the talking screen, and the biggest out-door picture ever made; 'Morocco', with Gary Cooper and Marlene Dietrich, a story of the



French Foreign Legion. Coogan returns to Paramount and will be seen in 'Tom Sawyer' and 'Huckleberry Finn'

"These are just a few of the big ones," said Mr. Kennebeck, "as when Mr. Hicks returns he will announce our entire programme at our Australian Convention.'

"Punch" Wants Contributions.

"Punch" is printed and published for Paramounteers. Through its columns any member of the organisation is privileged to express his opinions or find outlet for his literary ability. In the past, "Punch" has published the literary efforts of a few of our less bashful members, but more contributions are desired. Every Paramounteer should look upon "Punch" as his paper, and feel free to take advantage of all it offers. So, let the geniuses of prose and poetry bare their arms to the task and enhance "Punch" with their contributions. "Let's Go."



### BRANCH NEWS - - - - Where's Yours?



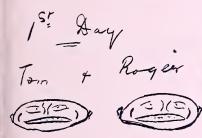
It is rumoured that Bert Kelly has taken up Solo Whist, to while away the hours between business and pleasure.

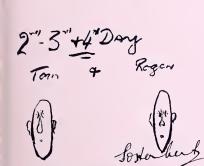
Claude Henderson has recently recovered from a case of sciatica, and is now quite his "old self".

Miss Forster, of the Booking Department, recently celebrated a birthday. "Punch" wishes her "Many Happy Returns".

SYD HERBERT

—"ARTIST"





Syd. Herbert sends the above contribution to "Punch". It has all to do with the Test Match, and he has, with deft touch of a master, pictured Tom Hurney and Roger Logan as they received the progress scores of the game.



Charlie Hale of Sydney, is spending a hectic week's holiday at Lindfield, reading the 'Motor' and closely following the cricket scores. In fact, sound bookings are far, far from his mind.

Miss Daly, Melbourne Telephonist, is also enjoying her annual respite from work. No information received regarding her whereabouts.

### HAPPENINGS in HEAD OFFICE



Personal news from Head Office seems to be as scarce as hen's teeth. Marg. Adler, our H.O. correspondent, reports that she has been terribly busy. That's certainly news, but unfortunately, not of the correct type.

Although Sunday was moving day for H.O. departments, when the zero hour arrived, not a member of the staff was to be found. Afraid that they might be compelled to move furniture, probably.

This is merely to inform readers of "Punch", that, journalistically speaking, Head Office is temporarily a dud.—Ed,

## ADELAIDE TYDNEY

Whilst in Adelaide, Mr. Hurworth has been showing the boys how to play the Royal and Ancient game. He defeated our salesman, Les Wilke, with six strokes to spare. Taking into consideration the fact that this was his first time around the Links, and that he returned a card of 96, it is indeed a very fine performance.

Our Accountant, Mr. Carpenter, was another scalp collected by Mr. Hurworth.

(The 96 sounds pretty good—too good, in fact. All we ask is "Who counted the strokes?"—Ed.)

Mick Stanley, Despatch Manager, is teaching the boys how to play Five Hundred, during the lunch hour.

N.S.W. Accounts Department will give three hearty cheers when they move into their new offices, where there will be plenty of space.

Jimmie Gatward of the Despatch Department journeyed to Parramatta Gaol last Saturday, and supplied the accompaniment to "Redskin". We wonder if Jimmie played them "The Prisoner's Song"?

### PARAMOUNT MAKES ANOTHER 'CHANG'

In "The Silent Enemy", an outdoor picture of the Northern Canadian wilds, Paramount will shortly release another box-office sensation, reminiscent of "Grass" and "Chang". The new production, now playing an extended season at the Criterion Theatre, New York, is expected to arrive in Australia within the next few weeks.

Like its sensational predecessors, "The Silent Enemy", features a cast of people enacting their own life story. The film production is based upon the greatest battle that Humanity knows—the battle for food against the bitter cold and beasts of prey in that far north territory. For its actors, it employs the rapidly diminishing tribe of Obijwa Indians of Northern Canada.

An impression of the tremendous scope and dramatic power of "The Silent Enemy", may be gathered by the following critique, written by Arthur James, editor of "Exhibitor's Daily Review".

"You can't score enough to the credit of Paramount for having in hand the finest natural motion picture in the history of the screen. It is vivid, vibrant, rich in color, brave in courage, and tremendous as an attraction for picture-goers".

## HEAD OFFICE ON THE MOVE

Last Saturday was moving day at Head Office. The spacious ballroom on the third floor has been transformed into offices, and now houses all H.O. staff formerly located on the first floor. The office layout is practically the same as before, with the exception that Mr. Groves now occupies the space

### PARAMOUNT ERSONALITIES

AS SEEN BY
GEOVAE LAUVYENCE



Posed especially for "Punch" by John E. Kennebeck, Sales Promotion Manager.

corresponding to the former Film Service Department office, that department being transferred to the opposite side of the floor.

The first floor is taken up with the N.S.W. Offices, the N.S.W. Accounting and the Booking Department. The Traffic Department has also moved to the first floor, occupying the office vacated by the Film Service Department.

On the ground floor are located the Despatch Department, N.S.W. Ad. Sales Department and Head Office Ad. Sales Department.

Other changes include the transfer of the Sales Promotion Department from their offices on the second floor to those vacated by the Traffic Department.

## HEARTBEATS AND THROBS

By DIROTHY DOX.

Ever since Miss Dox has been engaged by "Punch", letters have come pouring in from love sick Paramounteers. It is impossible to answer all these letters in each edition, so they will be taken in their turn. Have patience little ones.

Dear Miss Dox,

I think it is a wonderful idea having you around solving our love affairs. Ever since I have been in Melbourne, I have had several little worries of the heart, but the one that is troubling me most is the infatuation that a lady from Footscray has for me. I am led to believe that her steady boy friend is a gunman. She dogs my footsteps, and will not leave me alone. They say her boy friend has a collection of ears belonging to her former lovers. Please tell me how to get rid of her.

Yours in fear,

JOHN (Melb.)

Answer,

John:

Quite a simple matter. Buy a gun, but if you are a rotten shot, meet her one night on Prince's Bridge, and give her a big hug. A nice BIG one, and then drop her into the Yarra. They will never find her body in the mud.

Yours,

DIROTHY DOX.

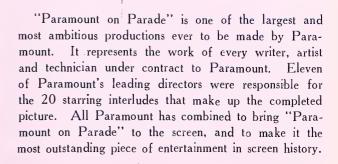
# P. O. P. will Pop at the BOX OFFICE

PARAMOUNT'S all-star film party, "Paramount on Parade", which opens at the Prince Edward Theatre, Sydney, next Friday, promises to be one of the greatest box-office draws in the history of the industry. Packed with entertainment, ranging from operatic singing and dramatic playlets, to slapstick comedy, "Paramount on Parade" holds something for each and every picturegoer.

The success of "Paramount on Parade" over the efforts of other companies, lies in the fact that, in Paramount's revue, each star and featured player is presented in an intimate close-up. Each does something worthwhile.







Top: Kay Francis in the beautiful Spanish number. Centre: Maurice Chevalier, Evelyn Brent and Director Ernst Lubitsch in a "happy" mood. Bottom: Jack Oakie and Eugene Pal lette in the cafe sketch.

### SELL MORE D-SALES! it's wort

#### BENKUCH WINS DRIVE FOR EXTRA BUSINESS.

### POWER IN SECOND PLACE.

EN KUCH of Wellington, is the undisputed winner of the special drive for extra Ad. Sales business, with a grand total of 76 increases. Cyril Power of Brisbane finished in second place, with 35 new orders to his credit, and Jack O'Neil of Sydney, ten points behind, was third.

With a few exceptions, the special drive received splendid response from Ad. Sales Managers, and will undoubtedly continue to show results for many months to come. By keeping ever on the alert, every Ad. Sales Manager can turn those extra orders into permanent orders. Thus, can the special drive thoroughly justify its inception.

H. N. Varcoe of Melbourne, while only winning fourth place in the drive, has turned in some of the best orders received. In several cases, each order has represented an increase in the standing order for all features and specials.

The final standings of the branches in the drive for extra business are as follows: Class "A": Sydney, 24; Melbourne, 12. Class "B": Brisbane, 35, Wellington, 76. Class "C": Adelaide, 5. Class "D" Perth, 1, Launceston 4,

### SELLING AD SALES --- AND HOW!!

B. Kuch of Wellington, does the "hat trick", winning pride of place three consecutive times in the 'honor panel' of this journal. From the Regent Theatre, Wellington, he obtained the following order for material on "The Vagabond King".

Ten 24-sheets, 10 six-sheets, 4 three-sheets, 33 daybills, 2,000 couriers, three slides, three sets 8 x 10, three sets 11 x 14, two sets 14 x 17, four 22 x 28. one s'c. block, one d'c. block. one 3 'c. block, and a sound trailer.

In the same week, he obtained a similar order on "The Vagabond King", from the Regent Theatre, Auckland, as well as remarkably good orders from the Majestic Theatre, Wellington. on "Roadhouse Nights" and "Slightly Scarlet".

### ATTENTION AD. SALES MANAGERS!!

Commencing June 30th, will be a special drive on the sale of 24-sheets. To facilitate the handling of this drive, the branches have been divided into three sections as follows: No. 1, Sydney and Melbourne; No. 2, Brisbane and Wellington; No. 3, Adelaide, Perth and Launceston. Each branch will compete against the other branch or branches in its section, and the allotting of points will be handled so that there will be a winner for each section.

The drive will be under way almost immediately following your receipt of "Punch", so waste no time in getting started. The branches have been evenly matched, and with the proper response from all Ad. Sales Managers, the drive should prove unusually close and interesting. Remember, every 24-sheet counts. Get busy on them. Put up a convincing sales talk to every exhibitor who enters the office. Write to those in the country. SELL 24-SHEETS. LET'S GO!!!

NEXT ISSUE, JULY 9th.

The next issue of Paramount "Punch" will be published on Wednesday, July 9th. Let's have news items from every Branch

An Ad. Sales Order with Every Contract!



# Welgomly Buck

MR. & MRS. HICKS AND JOHN BILL, DUE HOME TO-MORROW.

UR chief, Mr. John W. Hicks, Jnr., accompanied by Mrs. Hicks and John Bill, will arrive in Sydney to-morrow, after having attended the big annual Paramount Convention at Atlantic City.

While extending Mr. Hicks, his wife, and son the usual joyous welcome upon their return to Australia, Paramounteers are looking forward to this particular homecoming with an interest even greater than those of previous years.

Coming, as he does, direct from the largest and most important convention in the history of Paramount, Mr. Hicks brings with him a host of information, regarding our forthcoming product, that should cause every Paramounteer to be proud of the organisation for which he works.

To Mr. and Mrs. Hicks and John Bill, once more, Welcome Home.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg.	Kelly	• • •	 		Editor
Vol.	4.—No.	14.	 July	9th,	1930.

## LUNCH HOUR by Rambler

CAN you imagine this... Adelaide correspondent for "Punch" sends the following par... "An effort of worthy commendation must be recorded to Mr. Val Board, Manager for Adelaide... He was approached by the local manager for Wakefield's Oils... who stated that Miss Amy Johnson would be free on the first night of her visit to Adelaide... and he left it in Mr. Board's hands to provide a night's pleasure for her." ... Some chaps have all the luck, ... but what a reputation that guy Board must have... I'll bet that's why Amy flew to Australia... Just to go out with Val Board... "Rambler" tried to make a date with Amy whilst she was in Sydney...but the nearest he got was to jump on a policeman's back and yell out, "Hey, what's your telephone number"... but before Amy could reply he was in the patrol wagon... It's marvellous the breaks some guys get... Val got a couple of free seats (more luck) and took Amy to see "The Vagabond King"... which gave the picture a help along at the box office ... so we will forgive him...

### FACES FORWARD!

EADS right! Front! Forward—March!
Right now, before the setting sun tells us of another day gone. Let everyone of us in this enthusiastic New Show World Contest greet Mr. Hicks upon his arrival back among us, with feet forward, heads up, and a determined will to GET new business.

E know that our Chief brings back with him a stored up Message and Announcement of new spectacles, surprises and big shows that will not only rock this show business with Prosperity, but will stimulate and kick a Public mentality into a new spirit of optimism and action

O-INCIDENT with Mr. Hicks' return to us, is our launching right now of our annual Paramount Week campaign, for the week of August 31—September 6. Every District Manager, Branch Manager, Salesman and Ad. Sales Manager, has received my letter on Paramount Week. By radio from the s.s. "Sonoma", at sea. Mr. Hicks, too, fires this broadside radiogram to us:—

CLARK, PARAMOUNT, SYDNEY-ADVISE ALL OFFICES TO JUMP INTO ACTION FOR ADDITIONAL PARAMOUNT WEEK AND EVERY OTHER WEEK IN SEPTEMBER STOP LETS MAKE **BIGGEST** SEPTEMBER PROSPERITY MONTH OF YEAR FOR EXHIBITORS AS WELL AS FOR PARAMOUNT STOP AM LOAD BRINGING **SURPRISE** OUTSTANDING PRODUCTIONS REGARDS HICKS

A LRIGHT Boys, we're out for Big Game! Already, some branches have fired in some good Paramount Week business. Let's show Mr. Hicks that we'll have every print, Sound and Silent, on booking during September, starting with Paramount Week. LET'S GO!!!

William I black.

## A HAPPY RE-UNION.

MEETING ALBERT DEANE.



The above photograph shows Messrs. Hicks, Deane and Kennebeck, snapped on the broadwalk at Atlantic City, during one of the Convention recesses.

Paramounteers will be happy to learn that Albert Deane has been promoted from the Foreign Publicity Department, and is now a member of Mel Shauer's staff, handling Foreign Production.

(Albert—you're getting fat.—

## BILL HURWORTH BACK IN H.O.



Assistant General Manager, "Bill" Hurworth, returned to Head Office on Saturday last, after an extended tour of the Southern field.

Mr. Hurworth visited the Melbourne, Adelaide and Perth Branches, and was absent from Head Office, in all, six weeks.

# Standings To Date

AS AT JULY 5th, 1930.

### DISTRICTS.

Pos	sitic	on.		_		Per	centage
1	S.	H.	Craig		 		109.27
			vler				
3	C.	E.	Henderso	n	 		87.09

### BRANCHES.

Position. Per	centage
1 S. H. Craig Wellington	109.27
2 A. W. Hagon Launceston	106.86
3 C. J. Shepherd . Brisbane	99.50
4 C. Abotomey Perth	95.74
5 F. Gawler Sydney	89.57
6 H. A. Kelly Melbourne	84.21
7 S. G. Robinson, Sourabaya	83.54
8 P. C. Board Adelaide	81.45
9 T. Kennard Singapore	75.30
10 A. Olsen Batavia	65.98

### SALESMEN.

Pos	ition. Perc	centage
1	A. Levy Brisbane	134.21
2	Zone 3 Sydney	114.38
3	F. Thompson, Wellington	109.60
4	W. Blood Brisbane	108.79
5	R. G. Winch Sydney	106.56
6	C. Hale Sydney	105.96
7	M. Milholland, Melbourne	85.53
8	H. Hill Perth	82.73
9	R. Wanklyn Melbourne	79.76
10	L. Wilke Adelaide	57.34

### AD. SALES.

208	sitic	on. Per	centage
1	R.	Lawn Perth	97.63
2	B.	Kuch Wellington	86.64
3	C.	Power Brisbane	79.96
4	J.	O'Neill Sydney	78.75
5	H.	N. Varcoe . Melbourne	69.73
6	H.	Dilger Launceston	63.63
7	H.	Slade Adelaide	49.38

## STUNTING "THE VAGABOND KING"

CURRY IN THE AIR.



Harry Curry, Branch Manager at Auckland, staged a unique exploitation stunt for "The Vagabond King", that not only sent the picture merrily on its way to box-office records, but nearly sent Harry on his way to the place where exploitation men go when they die.

It appears that Harry took to the air, heavily laden with handbills announcing the opening of the production at the Regent Theatre, Auckland, which he intended to drop on the seething masses below. All went well for some time, and the Paramounteer flung out handbills with great gusto. Then, tragedy! A batch of 'bills caught in the aeroplane's rudder, making control of the machine impossible. As a fitting climax, Harry and the plane made a forced landing in the mud at St. Helier's Bay, none the worse for having introduced the first aerial exploitation stunt in that neck of the woods.

### WE TURN THE CORNER.

SECOND HALF OF YEAR COMMENCED—A CHALLENGE FROM CRAIG—HENDERSON MOVES UP—SIX SALESMEN OVER QUOTA.

HE corner has been turned, and we are now commencing the second half year of the New Show World Contest. We are on the last lap, and renewed enthusiasm has been added.

Stan Craig of New Zealand, who had led the field from the commencement of the contest, throws out a challenge to Fred Gawler and Claude Henderson. "Try and catch me", he cables. Claude Henderson's reply is a jump from 77.76 per cent, to a percentage of 87.09. Claude, however, is still in third position, Fred Gawler having a strong hold on second place, with a percentage of 92.03.

Among the branches, Launceston, with increased figures of 106.86, moves up to a stronger position just behind Wellington, who leads the standings with 109.27 per cent. Brisbane, Perth and Sydney are not far behind, and the tussle for supremacy among the branches promises to be a spirited one.

With six salesmen well over old man quota, the fight among the boys in the field is just as spirited and as close as the branches. Austin Levy, with his high figures of 134.21 per cent. leads the field.

Ron Lawn, newly appointed Ad. Sales Manager at Perth, holds top position in the Ad. Sales standings with a percentage of 97.63 from Kuch of Wellington and Power of Brisbane, who fill second and third places respectively.

## Sydney Press Acclaims "Paramount on Parade"

P ARAMOUNT'S lavish multi-star screen party, "Paramount on Parade", which received its grand gala Australian premiere at the Prince Edward Theatre, Sydney, on June 27th, won the unanimous approval of the audience and press critics alike.

The following are extracts from Sydney metropolitan newspaper critiques:

"'Paramount on Parade' is the most successful revue that has yet been shown on the Sydney screen. The series of numbers has been put together with such surpassing skill, that interest never flags".

—"S.M. HERALD".

"'Paramount on Parade', seen at the Prince Edward last night, goes one better than its title indicates. Freed from the onus of roles, characterisations and dramatic suspense, the Paramounteers pitch joyfully into this bit of fun, revealing unexpected insights into versatility and personality".

—"EVENING NEWS".

"Last night patrons saw 'Paramount on Parade', beautifully staged, and much of it in color. There was an air of festivity about the whole performance".

-"THE SUN".

"In 'Paramount on Parade', now screening at the Prince Edward, the directors have established a sense of intimacy that cannot be gained by a procession of elaborate stage scenes alone".

-"SUNDAY GUARDIAN".

There's Plenty of Punch in the Blue Ribbon Bunch!

## G 0!

## and ALWAYS!



### HEGGIE RECEIVES AUSTRALIAN FLAG.



During his visit to the Hollywood studios, John E. Kennebeck presents O. P. Heggie, our sponsor, with an Australian flag and framed address on behalf of the Blue Ribbon Bunch.

MURMURS From MELBOURNE

Mr. Henderson, is very sick again with sciatica, and is confined to his bed.

Murray Milholland, Salesman,

is spending his vacation in Sydney.

Bert Kelly, indulges in late nights, listening in to the cricket scores.

The Melbourne girls are now taking to Table Tennis during lunch hour.

## PERTH PARS

Perth Branch welcomes Mr. Bill Hurworth, who arrived under the escort of Harry Hill from Kalgoorlie.

Jeff Ralph, our Accountant, is to be seen in a very despondent mood these days, as he cannot ascertain whether we have nine or ten tables in the place. Stock-taking is a terrible thing.

Gwen Reeves of the Despatch Department has plenty to keep her busy now, teaching Don Broadley the mysteries of the Despatch Department, left behind by Ron Lawn.

## Bits from Brisbane

Fred Gallein and Cyril Power predict a record night, and hope to display the S.R.O. sign on July 29th, at the Carlton Cabaret, the occasion being the Paramount Club Dance.

Mr. Shepherd, returns from holidays with fat Sound Contracts, from Warwick and Kyogle, representing twelve months' service in each town.

Brisbane Branch will take the championship belt for long distance film despatching. Weekly despatch of Sound prints by rail to Mount Isa, 1513 miles from Brisbane, while every month, shipments of silent features go forward to Darwin, 2,050 miles, Rabaul, 1,840 miles, Samarai, 2,000 miles, and Cooktown, 1,028 miles.

## O. A. MANGIN PROMOTED.



O. A. Mangin.

Mr. I. A. Sixsmith anthe nounces promotion of Mr. O. A. Mangin, from the position of Auckland ac. countant, to Secretary for the New Zealand organisa-The tion. promotion is effective immediately.

Mr. Hector Smith, a newcomer to New Zealand, has been appointed accountant under Mr. Mangin.

## Doings-of the Paramount Club

The Paramount Club, at the Annual Meeting of members, elected the following officers:- Patron, Mr. Adolph Zukor; President, Mr. J. W. Hicks, Jnr.; Vice-Presidents, Messrs, J. A. Sixsmith, W. J. Clark and John E. Kennebeck; Honorary Secretary, Hermann E. Flynn; Honorary Treasurer, Mr. T. Bowden; Honorary Auditors, Messrs. C. Donaghey and W. McKeown: Committee, Misses C. Andrews, M. Adler and G. Rankin, and Mr. J. Edwards. Secretary and Treasurer are ex officio members.

Since the inception of the new committee, the membership of the club has risen to 90 per cent. of the employees of Head Office, and New South Wales branches. The com-

## PARAMOUNT ERSONALITIES AS SEEN BY George Lawrence



Posed especially for "Punch", by A. W. Hagon, Branch Manager at Launceston.

mittee has great hopes of everyone enjoying the benefits of the club that have been outlined by the committee.

Several projects are under way, First and foremost is the reconditioning of the tennis court. This is already in hand, and a programme of keen contests, as well as general games is being drawn up.

Two theatre nights are projected, although details of these are not yet to hand. As well as these, the Club proposes to hold a conjunction dance at the Palais Royal, subject to approval of the management, on the 1st of August. The entire proceeds of this dance will be given to the Royal Prince Alfred Hospital.

## HEARTBEATS AND THROBS.

By
DIROTHY DOX.

With every succeeding week, more and more letters from heartsick Paramounteers have been pouring into Miss Dox's private office, in fact, the place is almost inundated with them. Have patience, your letters will be answered in the order received, that is, of course, if Miss Dox is not fired in the meantime.

### Dear Dirothy:

I am writing to ask your help in a little love matter, concerning my dearest girl friend, Edith R. For some time past, she has been deeply in love with R.B., who works on the third floor, but she is afraid he does not return her affection, he being already in love with a blonde in the building.

Do you think it would help in winning his love, if she were to dye her hair blonde? She is too upset to write to you herself, and asks me to explain her case to you. Do, dear Dirothy, find a solution to her problem.

Yours, etc., "Looker-on".

### Answer.

Bid your friend cheer up. Although it has been said that gentlemen prefer blondes, they MARRY brunettes. I can assure you that this love he thinks he has for the blonde is but a passing fancy. Remember, if your girl friend dyes her hair, she will put herself in the same category as the heartless, peroxided serpent who is driving her barque of love near the rocks of disappointment.

Yours in hope, Dirothy Dox.



### RICHARD ARLEN LIKES THE SEA

Richard Arlen bought a cabin cruiser to get away from it all. Part after part in picture after picture, kept him at the studio all day, sent him home tired out at night. Then came the chance for rest, and he went to sea, where he spent three weeks, and was ready for land again. He has just returned to Hollywood to learn that his next picture, "The Sea God", goes into production at once. It will be filmed at sea.

NOT because he plays particularly well, not because he finds great delight in music, but because smoking is forbidden to workers on all motion picture sets, Director Ernst Lubitsch has a piano on the stage where he is directing "Monte Carlo". Between scenes, while the cameras and lights are being changed, he plays and Jeanette MacDonald sings. Occasionally, when the song is familiar, the whole company joins in. Lubitsch has discovered that this makes the work go faster. In fact, he is four days ahead of schedule.

### CLARA'S HAIR OFF AGAIN

You can't depend on a thing. Just when word was getting around that Clara Bow was letting her hair grow, she has it cut off again. Merely for the records, and to keep it from appearing that "Punch" is negligent and tardy, Miss Bow's flaming locks will be boyishly bobbed in her next picture, "Love Among the Millionaires". Which title, by the way, should take some sort of prize.

### FLASHES!!!

'Manslaughter'. Claudette Colbert's first Hollywood production, has been completed. Fredric March plays the male lead and Natalie Moorehead. Emma Dunn. Stanley Fields and Richard Tucker are in the cast. George Abbott directed.

Helen Kane and Victor Moore will support Charles (Buddy) Rogers in "Heads Up", a new all-color musical farce, to be filmed shortly at the New York studios.

### PARAMOUNT CLUB OFFICIALS.



color musical The newly appointed committee of the Paramount Club. Reading from farce, to be filmed left to right: Back Row—Hermann E. Flynn (secretary), Miss Grace Rankin, shortly at the New Mr. T. Bowden (treasurer). Front Row—Miss Marjorie Adler, Mr. Jack Ed-York studios.

### FLASHES!!!

Nancy Carroll's next dramatic all-talking film, will be titled "Laughter". It will be filmed shortly, at the New York studios, under the direction of Harry D'Arrast, who is also the author. Fredric March will play opposite.

Filming has started on "Grumpy", Cyril Maude's first talkie, under the codirection of George Cukor and Cyril Gardner. Phillips Holmes, Frances Dade, and Paul Cavanagh have the chief supporting roles.

# SELL MORE AD-SALES! If it's worth RUNNING it's worth ADVERTISING!

### SPECIAL 24-SHEET DRIVE.

### A CHALLENGE FROM O'NEIL—POWER'S SPLENDID START.

EN JONES of Head Office Ad. Sales Department, announces a special 24-sheet drive among the Ad. Sales Managers. The drive commenced on June 30th, and already figures are coming to hand.

In order to introduce a spirit of competition, the branches have been divided into divisions. Sydney is pitted against Melbourne; Brisbane is opposed to Wellington, whilst Adelaide, Perth and Launceston will compete against each other.

Jack O'Neil of Sydney throws out a challenge to Varcoe of Melbourne. "We'll sell twice as many 24 sheets as Melbourne," he states.

Brisbane was not long in getting off the mark, and has, in the first week of the contest, recorded 25 sales. Sydney is leading Melbourne by 9 to 6. Adelaide is the only branch in Division 3 to record sales in the first week. Slade commenced the drive with a start of 2 sales.

The sale of 24 sheets has always been recognised as the Ad. Sales Managers' pet, and the announcement of this drive has been received with marked enthusiasm.

"Let's Go" for record 24 sheet sales.

## SELLING AD. SALES . . . . AND HOW!!!



The honor ho

H. Slade, Ad. Sales, on "The Vagabond King", from West's Olympia, Adelaide.

Ten 24-sheets, two threesheets, six one-sheets, five Daybills, five slides, 5,000 Couriers, 24 stills, two set 11 x14 (four weeks), one 22 x 28 (four weeks), four set 11 x 14 (one week), one set 14 x 17 (one week), one 22 x 28 (one week), a sound trailer (three weeks).

### GO AFTER MEDALLIONS.

There is money in medallions, either colored or plain black and white. Go after them.

Some of the bigger branches can take a lead from Perth, who, in the past week have ordered 54 colored 8 x 10's; 54 colored 5 x 7's medallions, and 54 colored 5 x 7's photos.

Every medallion or colored photo sold is extra revenue for your department, and you will be surprised how they will help you towards quota.

There are many ways that an exhibitor can use these to good advantage. In a few days every Ad. Sales Manager will receive a list of suggestions for exhibitors to use in exploiting medallions. Let's Go!!!

### SPECIAL PARAMOUNT WEEK ISSUE.

The next issue of Paramount "Punch", which will be published on Wednesday, July 23rd, will be devoted to the forthcoming Paramount Week. WATCH OUT FOR IT.

### An Ad. Sales Order with Every Contract!



Vol 4.—No. 15.

SYDNEY, AUSTRALIA.

July 23rd, 1930.

# introducing Uall

P ARAMOUNTEERS of the Blue Ribbon Bunch are extending the glad hand of welcome to Ed. Wall from Paramount-Publix Home Office, who has come to Australia to work with John Kennebeck on a special sales promotion mission. He will be out here about two months in all.

Ed. Wall is an old member of the company, having had experience in both the exhibition and distribution fields.







Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg.	Kelly	• • • • •	• • • •	• • • •	Editor
Vol.	4.—No.	15.	July	23rd,	1930.

## LUNCH HOUR by Rambler

Paramount had a victory over First National-Warner on Sunday last at football by 19 to 6. "Rambler" was unable to attend the match owing to a "hang-over", so we sent along "Bluey" Goodwin, baseball ace, to cover the game. "Bluey" has never seen a football game before, so you will have to try hard to follow his description of the game... "It was the greatest fight I have ever been in," said "Bluey"... "Football will do me ...you get a better go at your op-ponents than in baseball... Well, the game started off with Jack Palise getting a full Nelson on a big forward, but the other side equalled when the full-back got an aeroplane spin on Charlie Hale... At half-time when the seconds entered the ring they were six up on us... They wouldn't count a grand slam that Hermann Flynn put on a F.N.-W. forward, because Hermann was only a spectator...

"When the bell went for the second half"... continued "Bluey"...
"The fun really started... Paramount, benefitting from a little tuition on the side line from Cantorwine and Kotsonaros... put it all over the opponents... and with a succession of flying mares, headlocks, toe holds and Boston crabs, ran out winners by 19 to 6... What a go it was... After the boys finish paying their doctor's bills I believe we are going to have an-

other game...

## PARAMOUNT WEEK

Na very short while, we will celebrate the Tenth Annual Paramount Week. The week for this year has been set for August 31—September 6. I am looking to this week, and to the month of September in general, to set up a new record for the Blue Ribbon Bunch. I am looking forward to this special effort to place our division well over the top in the world-wide Studio Sponsored Contest. Let's Go!

E VERY branch and district manager has received and acknowledged the special quotas I have set for this month. Not only have they acknowledged these quotas, but every one of them, to a man, has pledged that they will get these figures in every instance.

N the strength of these promises, I have cabled Mr. Shauer that he can expect record figures from us for the month of September. Now we all have a pledge to fulfil, and NOW is the time to go after the business for Paramount Week.

A LREADY most of the boys in the field have fired in good contracts, showing extra business for September, but this is not, by far, up to my expectations. We must have Head Office literally flooded with Paramount Week Playdate Pledges. I want to see every print, sound or silent, on booking during September. Let's Go!

Joursteho K

### PARAMOUNT!

Peak of a mountain

Arising high:

Ring of stars,

Across the sky:

Monument to Quality,

Overshadowing all:

Universally recognised

Never to fall:

Tell what it is?

— В. KUCH,

Wellington.

Don't forget the Paramount Club Dance at the Palais Royal on Friday, August 1st. Let's Go!



The Paramount Week Playdate Pledge on which every member of the Sales force should be at present writing up extra business for Paramount Week.



## AS AT JULY 19th, 1930.

					_	_ ~	•	
Position.				entage.				
1	S.	H.	Craig					108.46
								91.13
3	C.	E.	Hende	erson				86.22

### BRANCHES.

Position.	Perc	entage.
1 S. H. Craig	Wellington	108.46
2 A. W. Hagon,	Launceston	105.16
3 C. J. Shepherd	Brisbane	99.31
4 C. Abotomey	Perth	95.04
5 G. Brookes	Sydney	88.43
6 P. C. Board		83.00
7 H. Kelly	Melbourne	82.73
•		

### SALESMEN.

Position. Perc	entage.
1 A. Levy Brisbane	129.65
2 W. Blood Brisbane	
3 F. Thompson, Wellington	108.95
4 C. Hale Sydney	107.22
5 R. G. Winch Sydney	105.30
6 H. Hill Perth	83.88
7 M. Milholland, Melbourne	82.59
8 R. Wanklyn Melbourne	77.84
9 L. B. Wilke Adelaíde	61.15

#### AD. SALES.

Position.	Perc	entage.
1 R. Lawn	Perth	94.91
2 B. Kuch	Wellington	88.88
3 C. Power		80.79
4 J. O'Neil	Sydney	78.15
5 H. N. Varcoe,	Melbourne	68.41
6 H. Dilger	Launceston	62.65
7 H. Slade	. Adelaide	50.75



## GORDON BROOKES PROMOTED.



Mr. Hicks has announced the promotion of Mr. Gordon Brookes to the position of New South Wales Branch Manager. Gordon has been associated with the motion picture industry for a great number of years, and his promotion will be well received by Paramounteers and exhibitors alike.

## PARAMOUNTEERS AT FOOTBALL.

### GREAT WIN.

The boys from Head Office played their first football game last Sunday, against First National-Warner Bros. The latter, fresh from a success over Fox, looked like winners at half time, when they led 6 to nil. But the boys came through and played a great game in the last half, and came home winners, 19-6. Tries were scored by J. Palise (2); W. Prescott, A. Matts and M. Burke. Goals were kicked by J. Flannery and C. Hale. A big crowd watched the game.

## Craig's Strong Grip on Top Position.

HAGON RUNNING CLOSE IN BRANCH SUPREMACY—FIVE SALESMEN DEFEAT OLD MAN QUOTA—LAWN LEADS AD. SALES.

I N the latest standings in the New Show World Contest, announced to-day by Mr. Hicks, Stan Craig and his New Zealander's still hold a decided lead over the districts and branches. Stan is holding on fast to top position, and it seems almost impossible to shift him. Claude Henderson, however, although in third position, is expected to make a bold bid during the next few weeks, with the release of "Paramount on Parade", "The Vagabond King", "The Big Pond" and other big specials in his territory.

Bert Hagon of Launceston is still only three per cent, behind Craig in the branches table, with a percentage of 105.16. Cleve Shepherd of Bananaland, is just below old man quota, with a percentage of 99.31, whilst Cecil Abotomey of Perth is not far away in fourth place, with 95.04 per cent.

Austin Levy, with his high mark of 129.65, still holds first place among the boys in the field, whilst Bill Blood also of Brisbane, who has stepped up into second position, with a percentage of 110.03, is another who is well over quota. Thompson, Hale, and Winch, however, with figures of 108.95, 107.22, and 105.30, respectively, are well in the race.

Although Ben Kuch of Wellington has recorded a slight increase in his standing among the Ad. Sales Managers, he is still in second place to Ron Lawn of Perth. The latter is a new addition to the Ad. Sales boys, and since he succeeded Rogers, he has held on to his top position with a grip of a bulldog.

## CONVENTION DATE SET FOR AUGUST 13-14.

M. JOHN W. HICKS, JNR., announces that the Tenth Annual Paramount Convention, will be held this year in Sydney on Wednesday and Thursday, August 13th and 14th.

Although this year, only district and branch managers with head office executives will be invited to attend the convention, it will be one of the most important in the history of the organisation. Mr. Hicks has an announcement to make of our coming product, that will prove sensational.

The first day of the convention will be taken up by Mr. Hicks' announcement, and the sales policy talk by Mr. Clark, whilst the second day will be devoted entirely to the screening of a number of our coming productions, including the special Convention Trailer, "The Greater New Show World".

## G 0 !

## ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?



We've come to the conclusion that Frank Thompson would make an expert drill instructor; the other morning there was the coldest hoar frost; we poor numb ones shed our coats unwillingly. Then along came F.B.T. and, with a sharp "shun", put us through our exercises. My! didn't we glow—we didn't need any violet ray after that!

But that's not all, we have become quite enthusiastic over rollerskating here and the clan seems to increase each time we go to the rinks. O. A. Mangin glides along on his skates and leaves the rest of us miles behind, but with a little encouragement and lot more balance we hope to reach his stage of perfection some time.

## DAYINGS .

N.S.W. representatives in the inter-office tennis tournament, are confident of winning the cup.

We hear quite a lot about golf these days. Gordon Brookes and Dick Winch, discussing sticks and courses, and their chances in the "Film Weekly" Cup.

Cleo Andrews has adopted a baby Austin Sports. Look after it Cleo., and it might grow up into a nice big Leyland truck.

Melba Beckinsale is back at work after a fortnight's illness.

Cass O'Reilly is at present on vacation. We are told that she is seeing the sights of Sydney.

### SOMETHING TO TRY.

The following was clipped from a recent issue of "Editor and Publisher":

Steps leading down to failure:
Superficiality
Neglect of duty
Lack of courage
Boorishness
Self-indulgence
Self-pity

CÝNICISM
Reverse, and up you go onOPTIMISM
Discipline
Obectivity
Courtesy
Courage
Honest effort

Good-nature

HAPPENINGS in HEAD OFFICE

Every time Margaret MacLean thinks of her holidays, she shivers, and in her dreams builds a real Snowman.

We will soon have another lady in the Long Haired Brigade. Miss Brown is joining soon.

Everyone who knew Mrs. Glad. Roberts, will congratulate her, when they hear that she is now the mother of a beautiful baby girl—Judithe.

All Paramounteers extend to Miss Mort, the hand of welcome, and hope she will be very happy with us, in her position of Head Office Inquiries.

Bob White, assistant to Reg. Kelly, in the Publicity Dept., and Len Peuleve, of the Exploitation Dept., have returned from their annual vacation, which we believe, they spent in the great wide open spaces.

### MURMURS From MELBOURNE



Claude Henderson is back in office very much better.

Bert Kelly has forsaken solo whist for a new game called "Rickerty Kate".

Murray Milholland is back from his vacation.

Bill Norton, in the Ad. Sales, has threatened to beat Don Bradman's record when playing cricket against Prahan next week.

George Hays, Booker, spent the week end in St. Arnaud, prospecting.

Harry Massina, "the boy with the bike," has succeeded in getting a second smash-up; this time he hit the lamp post.

Harry Varco, Ad. Sales Manager, is taking night lessons to learn how to play tennis.

### SYDNEY SAYINGS.

(Continued from first column.)

Miss Edna Freckleton, formerly of N.S.W. Booking Department, was married on Thursday, July 3rd, at St. John's Church, Darlinghurst.

Charlie (Cash) Donaghey, N.S.W. Accountant, is hot on the trail of delinquent debtors, and raking in all the money possible for the closing of the financial year.

From the appearance of certain members of the organisation, who are buying up tables and chairs, the parson should be doing good business in a few months time.

## PARAMOUNT WEEK AUG. 31--SEPT. 6.

## EXPLOITATION SHIELD AGAIN OFFERED FOR COMPETITION.

PARAMOUNT'S annual contest for the much coveted Paramount Exploitation Shield, has been definitely set for the week, August 31st, to September 6th. The forthcoming Paramount Week will be the tenth to be celebrated, and the sixth time the Paramount Exploitation Shield has been offered in competition to exhibitors throughout Australia and New Zealand for the best campaign.

The shield, which is valued at £100, is at present held by V. Hobbler, of the Wintergarden Theatre, Ipswich, Queensland. The previous winners were:— 1928, J. Punch, Princess Theatre, Fremantle, W.A.; 1927, Bert Watts, Haymarket Theatre, Sydney, N.S.W.; 1926, A. W. Andrews, Rialto Theatre, Auckland, N.Z.; 1925, Syd Gibson, Diggers' Theatre, Coolangatta, Q'ld.



# Doings-of-the Paramount Club

The membership of the club is the biggest it has ever been, but, there are a few who are not taking advantage of the benefits.

Tennis started in full swing, the court looked better than ever, with its new coat of paint, and everyone is getting their form for the competitions, which start next week.

The first draw will be, Customs and Film Service v. H.O. Accounts at 1 p.m., with a follow-on game, (if time permits), between N.S.W. Despatch and Sales Promotion, and H.O. Ad. Sales.

On Wednesday, Advertising, Art and Publicity, will play N.S.W. Accounts and Booking, at 1 p.m.

Entries are coming in now for the club championship. Members are to play a knockout till the last six, when advantage sets will be played. A fine silver cup for the winner of the ladies and gentlemen's divisions, has been presented, and

### DARAMOUNT ERSONALITIES AS SEEN BY George Lawrence



YOUNG MAN OF MANHATTAN

Posed especially for "Punch" by Murray Milholland, salesman, Melbourne branch.

runners-up will also receive a prize. Everyone says the Loan Scheme is a success! Well, that's some-

thing.

The baseballers are still having a run of wins, and last week defeated North Sydney, 19-8 at Artarmon. The previous week, Petersham Wests were defeated 20-17. Keep it up!

The Club Dance on the Ist August, at the Palais Royal, promises to be an unqualified success. Tickets are going rapidly, and they are being limited. If you want a good happy

evening, be there!

The Paramount Week Exploitation Shield at present held by The Wintergarden Theatre, Ipswich, Queensland.

This Shield, which is valued at £100, will be competed for again this year by exhibitors throughout Australia and New Zealand.

We are sorry for the non-appearance of the Miss Dirothy Dox column in this issue of "Punch". The fact is that Miss Dox is temporarily indisposed, but she will make her re-appearance as soon as we can get together the bail.

# Mens from the Structical

Richard Arlen bought a cabin cruiser to get away from it all. Part after part in picture after picture kept him at the studio all day, sent him home tired out at night. Then came the chance for rest and he went to sea. He has just returned to Hollywood to learn that his next picture, "The Sea God", goes into production at once. It will be filmed at sea.

Edmund Goulding, director Nancy Carroll in "The Devil's Holiday" and somewhat of a Hollywood genius, was being interviewed. "What is the hardest part about directing?" "To get the job," he was asked. Goulding replied, "What makes a good director?" queried the interviewer. "His last picture," he answered. "Tell me, Mr. Goulding, what is the chief requirement of a motion picture star?" "To be able to stand altitude," said Goulding, and flashed the smile that has helped to make him famous,

Jeanette MacDonald is an outspoken woman, friendly and gay. Ernst Lubitsch, now directing her in "Monte Carlo", entered her Iressing room to talk over a part of the script. Lubitsch was whistling "Don't you know that to whistle in my dressing room is the surest sign of bad luck?" she scolded him. "Now, you go outside, and turn around three times." Lubitsch, knowing her. obeyed like a school boy, although he was a stare of a group of visitors passing through the studio just at that time.

### FLASHES!!

"The Better Wife", the next all-talking dramatic play in which Ruth Chatterton and Clive Brook will be costarred, has gone into production under the direction of Dorothy Arz-The film ner. play is adapted from the wellknown novel by Gouveneur Morris

Cyril Maude's initial talking picture, "Grumpy", has been completed. Frances Dade and Phillips Holmes play the romantic leads, and Paul Cavanagh, Paul Lukas and Olaf Hytten are in the cast.



Richard Arlen and dainty Fay Wray in a scene from the Paramount Picture, "The Border Legion", which is set for early release.

### FLASHES!!

Filming has been completed on "The Man from Wyoming", Gary Cooper's latest starring picture. June Collyer plays opposite, and Regis Toomey, Morgan Farley, E. H. Calvert and William Davidson are in the cast. Rowland V. Lee directed.

Lillian R ot h
has been selected
to play opposite
Maurice Chevalier
in "The Little
Cafe", his current
all-talking picture.
Others in the cast
are O. P. Heggie,
Tyler Brooke.
Stuart Erwin and
Dorothy Cristie.
Ludwig Berger is
directing.



### 24-SHEET DRIVE OFF TO GOOD START.

### O'NEIL, POWER AND SLADE LEAD.

THE big drive for the 24-sheet sales has finally got off to a good start, with orders pouring in daily from all of the branches. Each branch has been matched with a worthy opponent, and the competition should be unusually keen and interesting during the existence of the drive, with the outcome considerably a matter for conjecture. Jack O'Neil's challenge to Varcoe met with a curt reply, and a counter challenge, and so the race is on.

In the first division, O'Neil of Sydney, continues his substantial lead over Varcoe of Melbourne, by 55 to 14. Power of Brisbane has a similar advantage over Kuch of Wellington, of 55 to 35. In the third division, Slade of Adelaide is first, with 22; Lawn of Perth is second, with 10, and Dilger of Launceston brings up the rear, with 5.

As mentioned above, the drive is off to a good start, but competition between the branches has really just commenced. The next issue of 'Punch' should see quite a few changes in positions, as should the succeeding weeks. At any rate, this drive promises to be one of the most interesting in the history of the organisation, and every Paramounteer is watching its progress with interest. SELL 24-SHEETS and LET'S KEEP GOING!!

### **COLORED MEDALLIONS**

As though in direct answer to the appeal to Ad. Sales managers to push colored star-head medallions, which appeared in the last issue of "Punch", this office has to hand a copy of an order for 30 of the same, sold to the Strand Theatre, Hobart, by Bert Hagon. Mr. Hagon is also going after the music and gramophone shops in Tasmania, and inducing them to display and sell star-head medallions for us.

This is what may be commonly called co-operation. It is also a splendid manner in which to swell the weekly receipts, and it would behove Ad Sales Managers in each and every branch, to take the hint, and PUSH COLORED STARHEAD MEDALLIONS. LET'S GO!

## SELLING AD. SALES . . . . AND HOW!!!



Bert Kelly, Branch Manager in Melbourne, breaks into the limelight with one of the best Ad. Sales orders to be recorded in the "honor" panel. From the Britannia Theatre, Ballarat, he obtained the following standing order for 52 talking pictures:—

Three 24-sheets, two six-sheets, four one-sheets, 50 daybills, one slide, two sets 11 x 14, one s/c. block, one d/c. block, and 4000 couriers for all specials. Also two gold stands for lobby cards.

Totalled up, this makes a pretty substantial order for a town the size of Ballarat, and calls for special mention.

### NEXT ISSUE AUGUST 6th.

The next issue of Paramount "Punch", will be published on Wednesday, August 6th. Let's have news and branch copy NOW. Let's Go!



Vol. 4.—No. 16.

SYDNEY, AUSTRALIA.

August 6th, 1930.

## New Zealanders Still Leading Parade

Craig Holds Top Position Since Commencement of Contest—Majority of Salesmen Over Quota—Ad. Sales Boys Improving Their Standings.

S TAN CRAIG and his boys of the Silver Fern are making quite a parade out of the New Show World Contest. The latest standings announced to-day by Mr. Hicks, show the All-Blacks still retaining their lead. This position, they have held for nearly eight months, or since the commencement of the contest in January last. Gawler and Henderson are striving hard to pull Craig down from his perch, but to date their efforts have been to no avail. At this stage, the New Zealanders have a decided lead of nearly 17 per cent.

Not satisfied with their lead over the districts, the New Zealanders are making a double event of it, by showing the way to the branches. Still, however, their lead in this instance is not so decided. Wellington, with a percentage of 106.52, are leading from Launceston, whose figures are 102.81 per cent. Brisbane, with their 97.56 per cent. are hanging on griraly to third position, and keeping within striking distance of the leaders.

Among the salesmen, Zone 2 of the Brisbane Branch, with a percentage of 129.67, is showing the way. The newcomer, George Birley, from the Paramount Birmingham Branch, enters the field in second position, with 109.75 per cent. Other salesmen over quota are W. Blood, C. Hale, F. Thompson, and R. G. Winch.

The spirit in which the Ad. Sales boys have gone after the increased orders, and the Twenty-Four Sheet Drive, is naturally having its effect on their standings in the New Show World Contest. The boys are gradually improving their figures, and it should not be long now before we see a number of them over quota,





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg.	Kelly	•	-	•		•			•	•	•	Editor

Vol. 4.-No. 16. August 6th, 1930.

# LWINGHI HOUR by Rambler

THE Chinese laundries around the vicinity of Reservoir Street did a rattling good trade on Friday last when the Paramount boys paid their accounts and obtained their "soup and fishes", after they had been lying in Celestial state for months. "Rambler" managed to get his only shirt back from Mick Stanley at the last moment, and after bribing half of the Chinese National Association, managed to make the party. All this excitement was for the Paramount Dance at the Palais Royal... a real "Whoopee Party"... at which the girls heard stories like, "Say, I didn't ever know we had such a wonderful girl around the office. Where have you been hiding, baby?" ...and the married men heard nothing else for days afterwards but "...and that brunette... vou beast," and all tongues waggled about "Miss So and So being out with that Mr. Whozis."

It was a great night and everyone enjoyed themselves, even Dirothy Dox ...whom, we might say, got quite a kick out of the number of budding romances she espied.

## "WITH BYRD AT THE SOUTH POLE"

T WO years ago, when two Paramount boys sailed away to the bottom of the world, on one of the toughest motion picture assignments on record, each and everyone of us pledged to them that we would place the picture they brought back in every theatre in our territory.

ELL, the boys have returned, after two long and seemingly endless years, braving the perils of another world. They have brought back with them, 30 miles of film, which has been edited into the greatest human document ever told, and a piece of theatrical property, which has BOX OFFICE in every frame.

ANDER VEER and Rucker, by bringing back such a sensational picture, have made it easy for you boys to live up to your pledges.

I have just seen "With Byrd at the South Pole", and I am with Mr. Kent when he said that, "You can't oversell 'With Byrd at the South Pole', because nothing you say about it would compare with the tributes this picture is bound to receive from the public, regular and non-regular theatre-goers, from the press, and from the exhibitors".

RUTH, it has been said, is stranger than fiction. Here we find it far more thrilling, far more human, far more engrossing in every way, than fiction could ever hope to be. Byrd's conquest of the South Pole! The mightiest real adventure of modern times.

THE Byrd picture will make money, BIG money, of this I am confident. In fact, I am looking forward to it being the biggest money-spinner of the year. Remember Mr. Kent's words—"You can't over-sell the Byrd picture" . . . . . Let's Go!

Snowstek. L

### A NEW SALESMAN.



Mr. Birley.

Mr. Hicks announces the appointment of Mr. George Birley to Salesman, New South Wales exchange, effective August 1st. Mr. Birley, although only a newcomer to Australia, is an old member

of the Paramount organisation. Betore coming to Australia, he was a salesman attached to the Birmingham Branch of the British organisation of Paramount.

## FOR PARAMOUNT WEEK.



A number of the special Paramount Week Exploitation Shield entries received by the Exploitation Department. From the number of entries to hand, the contest this year looks like being the biggest on record.



## Standings Standings To Date

## AS AT AUGUST 2nd, 1930. DISTRICTS.

Position.	Percentage.
1 S. H. Craig 2 F. Gawler 3 C. Henderson .	89.65

### BRANCHES.

Position. Pero	entage.
1 S. H. Craig Wellington	106.52
2 A. Hagon Launceston	102.81
3 C. J. Shepherd . Brisbane	97.56
4 C. Abotomey Perth	94.30
5 G. Brookes Sydney	87.05
6 P. Board Adelaide	85.28
7 T. Kennard Singapore	83.40
8 H. Kelly Melbourne	82.37
9 S. J. Robinson, Sourabaya	80.64
10 A. Olsen Batavia	68.75

### SALESMEN.

Position.	Percentage.				
1 Zone 2 Bri					
2 G. Birley Sy	dney 109.75				
3 W. Blood Bri	sbane 108.99				
4 F. Thompson, Wellin	ngton 107.17				
5 C. Hale Sy	dney 105.41				
6 R. G. Winch Sy	dney 103.98				
7 H. Hill	Perth 86.32				
8 Zone 2 Melbe					
9 R. Wanklyn . Melb	ourne 79.58				
10 <b>F.</b> Wilke Ad	elaide 60.66				

### AD. SALES.

Percentage.

Position.

1	T.	Rodgers Perth	94.15
2	В.	Kuch Wellington	89.33
3	C.	Power Brisbane	80.27
4	J.	O'Neil Sydney	77.97
5	H.	N. Varcoe . Melbourne	67.92
6	H.	Dilger Launceston	61.39
7	H.	Slade Adelaide	50.46

### TO NEW ZEALAND.

Mr. Sixsmith on

Taxation Business



R. JAMES
A. SIXSMITH left for
Wellington, New
Zealand, on Friday last by the
s.s. "Ulimaroa"
on special business dealing with
the new increased
taxation in the
Dominion. Accompanying Mr.

Mr. Sixsmith.

Sixsmith was Sir Victor Wilson, president of the Motion Picture Distributors' Association.

### IT'S A BOY!



Len Jones, of the Head Office Ad. Sales Department, is receiving congratulations, and handing out cigars, upon

the arrival of a son, Leonard, Jnr., born July 25th.

In remarking upon the event to a "Punch" reporter, Len said that he was glad the new baby was a boy. "Must have someone to carry on the good old name of Jones. I was afraid it might die out", he said.

The new arrival will take up the fifth seat in the Jones' family Ford.

## District and Branch Managers Due in Sydney Aug. 12, for Convention

D ISTRICT and branch managers from Australia and New Zealand, are expected in Head Office, next Tuesday, August 12th, for the tenth Annual Paramount Convention, which will be held on the following two days. Those two days are going to be busy days for the visitors. The first will be taken up by addresses from Mr. Hicks and Mr. Clark on our coming product, and the sales policy. The second day will be spent in the projection room viewing "With Byrd at the South Pole", "The Big Pond", and other Greater New Show World attractions. On Thursday evening, most of the delegates will return to their various territories.

Those who will attend the convention are: — Messrs. C. E. Henderson, and H. Kelly (Melbourne), Val Board (Adelaide), C. Abotomey (Perth), A. W. Hagon (Launceston), Cleve Shepherd (Brisbane), S. H. Craig (New Zealand), F. Gawler

and Gordon Brookes (Sydney) and Head Office executives.

## "THE BIG POND" NEXT FOR PRINCE EDWARD THEATRE

Season Commences Aug. 13.

AURICE CHEVA-LIER'S third Paramount all-talking production, "The Big Pond", will be the next extended season attraction for the Prince Edward Theatre. The new picture will follow "The Devil's Holiday", now concluding its run at that house, on Wednesday, August 13th.

"The Big Pond" will be the ninth consecutive Paramount long run production to receive its Australian premiere at the Prince Edward.

In view of the ever mounting popularity of the French star and the current success of the picture in America and elsewhere, "The Big Pond" is expected to emulate the triumphs of the previous Chevalier productions upon its release at the Prince Edward.

### Perfection In Actors Rapped As Not Human

Perfection is not desirable in players in the entertainment world, according to Laurence Schwab, New York musical comedy producer, now co-directing his own show, "Follow Thru", as an all-technicolor picture at the Paramount studios.

"Perfection isn't human," Schwab says. "Things that aren't human aren't likeable. Perfection is tiring and boresome. Perfection isn't truth and things must be true to be human. No one is flawless. Audiences must see a similarity between themselves and the player before the latter is a success. For that reason, a blemish of some kind in appearance or in voice is an asset."

## PARAMOUNTEERS MAKE WHOOPEE.

CLUB DANCE AT PALAIS ROYAL.

Paramounteers from Head Office and the New South Wales exchange and their friends make "whoopee" in right royal fashion at the Paramount Club's dance at the Palais Royal on Friday last. It was the first social event of the new club, and its great success should merit more of these functions before the close of the dancing season.

Those who entertained parties were:—Misses Beth McDougall, Cleo Andrews, Melda Bremner, Nell Bennett, Alma Becker, Messrs. Hermann Flynn, Jack Palise, Charles Donaghey, Tom Rayner, Jack Richardson, Fred Small, Harold Pike, Clive Dieppe and Reg Kelly.

### ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

## TYDNEY AYINGS

Mick Stanley, Despatch Manager, has taken up golf. Don't smile, it's serious with Mick. But we won't disclose whose clubs he is borrowing.

Miss Iken of the Booking Department, is hobbling around with a poisoned foot. This is no joke, either, as anyone who has had one can testify. "Punch" extends sympathy.

Cass O'Reilly is back from holidays, bigger and better than ever.

In spite of the fact that the Despatch boys had him heavily backed, Tortoise Hagon was beaten 6-2 at tennis by Dynamite Dieppe, of the N.S.W. Ad. Sales Department.

The members of Film Service and Customs are having a bracket made to hold the Silver Cup promised for the Winner of the Tennis Doubles.

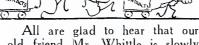
## ADELAIDE

Miss N. Tate of the Accounts Department is at present spending her vacation in Melbourne.

Bill Bignell, our Despatch Clerk, is often heard nowadays singing: "If I Had a Talking Picture of You"; we wonder who this "YOU" could be.

Several members of the staff had a night out last Tuesday at the Movie Ball. Our worthy accountant had his car all polished up for the occasion, which, by the way, cost him 10/-, but sad to relate, it rained in torrents all the way down.

### HAPPENINGS in HEAD OFFICE come, consisting of various minor



All are glad to hear that our old friend Mr. Whittle is slowly improving. We of Head Office all send our best wishes.

Miss Fay Scott has been on vacation, all her friends hope she had an enjoyable time and is feeling fit again.

Congratulations Len, must be nice to be the proud father of a son and heir.

The vacant table at the side of Ruth Edward's table is now occupied by the Auditors from Flack and Flack; Ruth seems very happy.

Tennis tournament is now the talk of the Office; very fortunately the weather is behaving itself better than in England, where Tests of another nature are in progress.

August the 1st was Wattle Day. Miss Oldroyd came to the front as usual with a bunch of wattle. Thanks, Muriel.

It has been noticed that a certain young man of the Film Service Dept. appears not to be at all happy. We really think he should consult Dirothy Dox.



A certain New Zealand Salesman was visiting a Maori Exhibitor and was much surprised on arrival to find the said Exhibitor at the Station with a Deputation of Welcome, consisting of various minor Chiefs in full regalia.

The Salesman shook hands with the Exhibitor and enquired about the turnout, whereat the Maori smiled and said:

"Doan chew be foolish! I tell um de Governor he come!—I get plurry good house to-night!"

"Where is the Governor?" asked the Salesman.

"You'm it," said Hori.

Later in the evening, the Salesman was surprised to see the lights go on halfway through the main feature, and everyone prepare to leave the theatre. He enquired the reason and the Exhibitor replied: "Doan chew be foolish—they come see de rest termorrer! I get good house, Py Korry!"

Mr. Doepel finds Northland too cold these days and has hibernated to one of those cosy little flats in town.

O. A. Mangin's latest topic of interest is wrestling, and after the 'Terrible Turk'—Tom Ali match, he wanted to practice the deathgrips on several members of the staff—but you can't do that, Mr. Mangin!

Ben Kuch and Joe Goodey, his right-hand man, are right there for that 24-Sheet Drive: There'll have to be an extra page in "Punch" when the contest finishes!

# Doings-of the Paramount Club

Membership of the club is the biggest it has been in years. That's the way to be. You'll read all about the dance in another part of this valuable journal. (All contributors crib space by throwing the bull in this way). Tennis championships started in real earnest, but, or is it too early to tell what the outcome will be. Interoffice competition has already started. The second round has just started, and the points stand: H. O. Accounts: Sales Promotion: Advertising: Customs: each with two points; N.S.W. Accounts and Despatch have not scored as yet.

Now that the tennis is on the way, and the dance over and a great success, the committee is at present busy preparing a new programme.

It is hoped that the Paramount footballers will have the chance of a couple of games in the near future.

The Paramount Baseball team met the worst defeat of the season last week when they met the stronger Bondi side. Paramount was depleted owing to injuries. However, the team is finishing in second place, from which they cannot be displaced.

### APPLAUDED BY HISSING

Here's a new kind of tribute to acting. Recently at the Paramount New York studios, Gene Gowing gave such a good performance as the villain opposite Charles Rogers, in his new talkie, "Heads Up", that, following the scene, the actors on the set hissed him.

## HEARTBEATS AND THROBS

by
DIROTHY DOX.

Having been recently bailed out of gaol, in which she was lodged on a charge of disorderly behaviour and razor slashing, by the editors of "Punch", Miss Dox is now hard at work in an almost vain attempt to cope with the ever increasing flow of letters to this office.

### Dear Miss Dox:

I am a typist on the Ground Floor, and every morning when I go up for morning tea, I try to attract the attention of a Handsome Dark Ledger Keeper, but, he is always so interested in his work that I cannot seem to get acquainted with him. Would you please advise me what course to follow to gain his admiration.

Mary C.

### Answer:

If this handsome young sheik is the one I think you mean, why not invite him to participate in your morning tea. You know the old saying: "The way to a man's heart is through his stomach, etc." Perhaps he feels similarly attracted to you, and is too shy to take the first step to get acquainted. Remember, these are modern times, wherein the girl who successfully wins a mate is the one who takes him by the scruff of the neck, so to speak. If you do not make any advancement in this direction, let me know, and we will advise a different attack.

Yours,

Dirothy Dox.

### DARAMOUNT ERSONALITIES

AS SEEN BY

George Lawrence



### DANGEROUS NAN MCGREW

Posed especially for "Punch" by Miss Wyn. Carrick, secretary to Messrs. Clark and Hurworth, Head Office.

### PARAMOUNT TAKES ANOTHER BOW.

The following is an extract of a letter received recently by the Wellington Branch from a New Zealand Exhibitor:—

"—The first contract I ever signed was with Paramount. I have always appreciated the very businesslike manner in which your exchange is conducted. An exhibitor wants SERVICE, and for that reason clone I have always endeavoured to have a Paramount contract running through this theatre—and always will.

"Thanking you once again—".
Yours faithfully,

(Sgd.) E. LEECH, Manager, Lyric Theatre, Helensville, N.Z.

# Mous from the Strictics

### FLASHES!!!

James Kirkwood has been assigned to an important role in "The Spoilers". Gary Cooper is starred, and Betty Compson, Kay Johnson, Harry Green and William Boyd are in the cast. Edwin Carewe is directing.

Production has started on "The General", adapted from the play by Lojos Zilahy. Walter Huston is starred, and Kav Francis plays opposite. George Cukor and Louis Gasnier are co-directing.

Richard Arlen's new adventure-

talkie, "The Sea God", is in production. It is a unique story of a deep sea diver, and is being directed by George Abbott. Fay Wray, Eugere Pallette, Robert Gleckler and Ivan Simpson are in the cast.

Fredric Marcl and Ina Claire, have been selceted for the leading roles in "The Royal Family", shortly to go into production. It is adapted from the play by Geo. Kaufman and Edna Ferber,

lack Oakie saves his money. He is quite content to drive a small coupe, to live in an apartment hotel with his mother, to wear corduroy trousers and a roomy white sweater for "every day" around the studio. To a motor car salesman who was urging him to buy a bigger, more expensive car to "enjoy while young, you can save your money later"—Oakie replied: "Sure,  $\Gamma$ m young. But you never can. tell in this Business. Jackie Coogan retired when he was eleven."

### FLASHES!!!

Nancy Carroll's next dramatic picture, "Laughter", is nearing completion at the New York studios. Fredric March plays opposite, and Frank Morgan, Glen Anders and Diane Ellis head the cast. H. D'Abbadie D'Arrast wrote the story, and is directing.

Frances Dean has been chosen to replace Lillian Roth as Maurice Chevalier's leading woman in "The Little Cafe". Ludwig Berger is directing and O. P. Heggie, Tyler Brook, Stuart Erwin and Dorothy Christie head the cast.

### HARPO'S AT IT AGAIN.



Apparently Harpo, of the Four Marx Brothers, is up to his old tricks again. In the above scene from their latest farce for Paramount, "Animal crackers", the dumb comedian has placed the lady in a very embarrassing position by purloining her shoes,

Paul Lukas, Huntley Gordon, Virginia Hammond and Cecil Cunningham have been assigned supporting roles in "The Better Wife", the current co-starring picture for Ruth Chatterton and Clive Brook. Dorothy Arzner is directing.

E d m u n d Goulding, who made 'The Devil's Holiday'' will produce his stage play, "Dancing Mothers", as an all-talking picture.



## 24-Sheet Drive Enters Competitive Stage

O'NEIL KEEPS PLEDGE.

KUCH DISPLACES POWER:

The big 24-sheet drive, after a month of operation, has now entered into the competitive stage.

Jack O'Neil of Sydney is living up to his challenge to sell twice as many 24-sheets as Varcoe of Melbourne, and now leads by 105 to 33. In the second division, Ben Kuch of Wellington turned the cards on Cyril Power of Brisbane, heading the latter with a total of 96 to 87. H. Slade of Adelaide continues to hold first place in the third division, with 25; Lawn of Perth, with 19, is second, and Dilger of Perth totals 8.

Although, with the exception of the second division, all the branches retain the positions they held when the last issue of "Punch" was published, the fact

remains that, in each case, the lagging branches have closed the gap between themselves and the leaders. The present positions of the competitors give no indication as to the outcome of the drive. Each Ad. Sales manager is out for business. Remember, the race is never won until the finish line is crossed. GO AFTER 24-SHEET SALES and KEEP PUSHING TILL THE END! LET'S GO!!

#### COLORED MEDALLIONS.

Colored Star Head Medallions, as predicted at their inception, are proving the best money-getting novelty ever to be handled by the Ad. Sales Department. Although only a few of the Ad. Sales managers seem to realise the possibilities of this material as a source of revenue, and the ease with which it may be placed, substantial orders from a few sources have been received by H.O.

Last week, Cyril Power of Brisbane and R. Lawn of Perth came forward with some good orders. That these boys can place this material in good quantities indicates that there are still greater possibilities for future sales. GET OUT AFTER COLORED STAR HEAD MEDALLIONS! LET'S GO!!

SELLING AD. SALES

Slade's order from West's Olympia Theatre, Adelaide, consists of 10 24-sheets, two six-sheets, five three-sheets, 10 one-sheets, 5,000 Couriers, Sound Trailer, two slides, 24 10 x 8 stills, 6 sets 11 x 14, two 22 x 28, one set 14 x 17, one D/c. Block and two S/c. Blocks.

To the Prince of Wales Theatre, Perth, Lawn sold 10 24-sheets, one six-sheet, one threesheet, three one-sheets, 500 Daybills, 5,000 Couriers, three slides, two sets 8 x 10, two sets 11 x 14, one set 14 x 17, two 22 x 28, one D/c. Block, one S/c. Block and a Sound Trailer.

## NEXT ISSUE "PUNCH", AUGUST 20th.

The next issue of "Paramount Punch" will be published on Wednesday, August 20th. Branch news and other "copy" should reach the Editor not later than August 15th.

An Ad. Sales Order with Every Contract!



Vol. 4.—No. 17.

SYDNEY, AUSTRALIA.

August 20th, 1930.

# THE NEW SHOW WORLD CONTEST FOR MR. SHAUER.

MR. HICKS DEDICATES SPECIAL DRIVE TO FOREIGN DEPT. CHIEF—MR. SHAUER, WELL AGAIN AFTER LONG AND SERIOUS ILLNESS.

URING the first day of the Tenth Annual Paramount Convention, held in Head Office recently, Mr. Hicks received a cable from Mr. Siedelman, reporting that Mr. Shauer, general manager of the Foreign Department, was again happily well, after a long and serious illness, and would soon be back at his desk. This came as great news to the Convention delegates, because Mr. Shauer has been suffering a serious illness for many months.

Most of we members of the Blue Ribbon Bunch met Mr. Shauer when he visited Australia, nearly five years ago, and Mr. Hicks has decided that a fitting way to show our appreciation for his return to good health, is to dedicate a special drive in his honor.

Everyone of us, Mr. Hicks is certain, will do our all to make the New Show World Contest for Mr. Shauer the success that it deserves. Let's Go!

New Zealand leads the districts with a percentage of 104.97, from Gawler and Henderson, who are both in the eighties. Craig is also setting the pace to the branches, with the same percentage. The next in order are Brisbane and Perth, who are not far behind quota.

Six Salesmen are "over the top", whilst R. Lawn, of Perth, has got away to a good start, and is leading the Ad. Sales Managers.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.-No. 17. August 20th, 1930.

# LUNCH HOUR by Rambler

APART from the serious side of a Paramount Convention, there is always that side of goodfellowship and merriment when a bunch of Paramount boys get together... So with every Convention there is always a star joke played upon somebody... this year it was Bert Kelly... you know he really deserved it because he has a habit of leaving parcels and bags about... Bert bought himself a ship's clock for his office... but when he arrived in Melbourne he found he had so carefully carried home a parcel of wood blocks... Bert Hagon thought it a great joke and offered to carry back THE clock... but Bert was pooled too, because when he got to Melbourne and laughingly opened the parcel to give Bert K, his clock, he found that the parcel contained a clock valued at 2/6, that refused to go... Now Bert K. accuses Bert H. with theft... however, by the time "Punch" goes to press Bert K. will have his original clock unless somebody in the meantime plays a joke on Val Board... Methinks there is something about this prank that points suspiciously to Messrs. Hurworth and Gawler...

### Greater New Show World.

E CONOMIC conditions of to-day, demand more than ever before, a sane policy and careful management of theatres, and the Exhibitor who buys intelligently, manages his theatre well, and sells his pictures enthusiastically to the public, is bound to attain prosperity and success.

JUST a proof of this, is the manner in which "The Big Pond", starring Maurice Chevalier, is breaking every box-office record the Prince Edward Theatre ever had on its books.

SOUND, to-day, no longer depends on novelty, and Paramount, with the greatest array of Box Office talent, of Producers, of Stars and Writers, is more than ever before, meeting the ever changing demands of the public. Not better pictures once in a while, but a continuous flow of them is necessary to meet this ever changing demand.

Nannouncing the titles of only portion of these Greater New Show World pictures, we feel better able to keep abreast of, and to anticipate the public taste. This assures a 'week after week' continuity of Box Office features, for this new and greater Show business, in which we are all engaged.

B ACKED by a trade mark that is universally known as a sign of the best entertainment, with a National campaign of advertising that keeps the public keyed up to the best pictures, and by the mighty resources and efficient Production Headquarters in Hollywood and New York, Paramount will place on the screen of the world, the finest quality 'money' productions this business has ever known.

Growstek &

# VISITING THE SOUTH. STATES.

Kennebeck and Wall on Three Weeks' Tour.



John E. Kennebeck, Sales Promotion Manager, and Ed Wall, Publix Representative, left Sydney last week, on an extended tour of

the southern states. They will be away for three weeks, during which time they will visit Victoria, South Australia, West Australia and Tasmania.

The object of the tour will be to make a survey of theatre conditions in the principal cities of that territory. A similar investigation has been held in Brisbane, Sydney and Newcastle.

# QUOTA OBTAINED FOR PARAMOUNT WEEK.

Paramount Week for 1930 promises to be the best money-maker since its inception, ten years ago. Every branch in Australia and New Zealand has already exceeded its special quota for Paramount Week and more business is excepted to be finalised before the end of the month.

The Sydney branch leads all others to date inasmuch as it has not only passed the Paramount Week quota mark, but has also obtained quota for every succeeding week in September.

The efforts of every branch manager and of his staff are highly commendable, and their success at this time is indicative of Paramount's supremacy in man-power.



# "FOR MR. SHAUER". AS AT AUGUST 16th, 1930.

### DISTRICTS.

Position,	Percentage.
1 S. H. Craig	88.81

### BRANCHES.

Docition

Pero	entage.
1 S. H. Craig Wellington	104.97
2 C. J. Shepherd Brisbane	97.84
3 C. Abotomey Perth	95.04
4 G. Brookes Sydney	85.83
5 T. Kennard Singapore	85.33
6 P. Board Adelaide	83.85
7 H. Kelly Melbourne	81.60
8 S. J. Robinson, Sourabaya	77.47
9 A. Olsen Batavia	71.09

### SALESMEN.

Position. Perc	entage.
1 Zone 2 Brisbane	128.25
2 W. Blood Brisbane	108.95
3 G. Birley Sydncy	106.26
4 F. Thompson, Wellington	105.55
5 C. Hale Sydney	104.12
6 R. G. Winch Sydney	103.09
7 H. Hill Perth	86.35
8 R. Wanklyn Melbourne	80.74
9 A. W. Hagon, Melbourne	77.19
10 F. Wilke Adelaide	62.35

### AD. SALES.

05	sitio	on. Perce	entage.
1	R.	Lawn Perth	91.82
2	B.	Kuch Wellington	89.33
		Power Brisbane	79.18
4	J.	O'Neil Sydney	77.61
5	H.	N. Varcoe, Melbourne	67.19
6	H.	Dilger Launceston	61.83
7	H	Slade Adelaide	50 15

# MR. SIXSMITH RETURNS.

Back After Flying Visit to N.Z.



Mr. J. A. Sixsmith, Paramount Secretary, has returned from a flying visit to New Zealand, which he made in the company of

Sir Victor Wilson, President of the M.P.D.A., to investigate a serious matter of film taxation in the Dominion.

Approximately two years ago, Mr. Sixsmith made a similar trip to New Zealand, on which occasion, he was able to save the motion picture industry more than £50,000 in duty and taxes. It is hoped that the recent visit will be equally successful.

### N.Z. MAKES GREAT CLEAN UP.

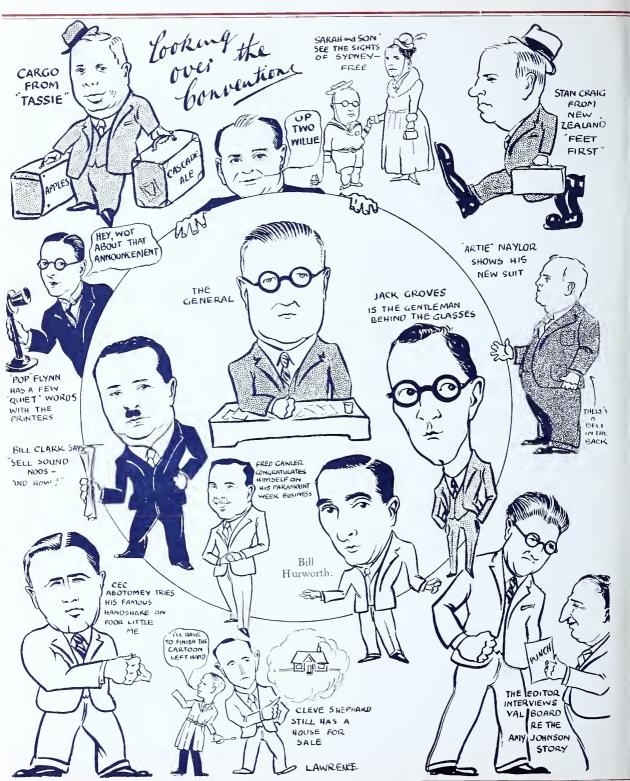
With Paramount Week still some weeks away, Paramount in New Zealand, under the management of S. H. Craig, holds an impregnable position with regard to anticipated business during that annual celebration. EVERY sound feature released, EVERY short feature and EVERY Sound News, has already been booked for screening in the Dominion during Paramount Week.

Frank Thompson, Salesman, deserves congratulations on his splendid efforts which helped to make the above possible, and T. Hanson, Booking Manager, with his assistant, Bert Staff, has done excellent work in successfully coping with the rush of extra business.



DO IT NOW!

# LET'



There's Plenty of Punch in the Blue Ribbon Bunch!

### ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

HAPPENINGS in HEAD OFFICE

mrang Tongard

At last Margaret's long looked for holiday has arrived. Miss Mc-Lean and Miss Mirrie Gibson of the Brisbane Exchange are having a good time at Mt. Koscuisko.

The Tennis Tournament is still the talk of the offices. By degrees the strong ones are gaining position and very soon now we should know the winners.

Great consternation in the Film Service Department last week as to whom "Punch" referred to as the young man in that department who was rather downcast. In the end it was claimed by the wrong one. We hope by now Dirothy has helped him,

Artie Naylor has had more demonstrators to see him lately re cars, than Nellie Melba farewells.

Marj Adler nearly lost her hand last week when the Wild Man of the West said Good-bye

A head office Blonde is in request of a small pup. All contributions thankfully received. Please forward all applications to the Editor, will full particulars as to pedigree, etc.

All are glad to see Mr. Groves back again, and hope the poisoned foot has quite recovered.

If anyone who feels the cold very much, applies to a young lady on the third floor, with the initials A.B., she will be only too pleased to take orders for "Hugme-tights" and bed socks. BRAVE CAMERAMEN.



Believe it or not, but the two figures above are Willard Vander Veer and Joe Rucker, Paramount cameramen, filming "With Byrd at the South Pole".

# ADELAIDE

Our lunch-hour Bridge Club is at present in full swing, and arrangements have been completed for a tournament.

Cecil Abotomey passed through Adelaide on his way to the Convention, with a proverbial pot of red paint.

Harold Slade has been heard whistling some merry tunes lately. Is this a sign that Spring is approaching, or perhaps Miss Dirothy Dox has satisfactorily solved his love problems?

# DAYINGS.

Molly Iken's poisoned foot has taken a decided turn for the better, and she expects to be back in the office in a few days.

The N.S.W. Department had a win in the Tennis Competition the other day. There will be no holding them back now.

We understand that Bill Mc-Keown and Jack Edwards are suffering relapses in appetite. The other day they were only able to consume one dozen oranges, a half dozen apples, four cream cakes and a half dozen rolls during the morning.

There seems to be a selling craze on in N.S.W. Booking Department. When the poor exhibitor comes in to book a film he is besieged with sales talks on the merits of medallions, photos, sound trailers or anything within sight.

During a strenuous game of tennis last Wednesday, Cass O'Reilly fell down and hurt her ankle. The said ankle, strangely enough, is now the size of a tennis ball.



Yes, sir, 'tis nobody else but Miss "Poo Poo Pa Doo" herself. Helen Kane cuts a trim 'figure in "Heads Up"—and how!

# Doings-of the Paramount Club

Tennis tournament is in full swing. Points in the Inter-office competition after the first round, are as follows: H.O. Accounts, 10; Advertising, 8; Customs, 6; Sales Promotion and N.S.W. Accounts, 2; Despatch, nil.

The last club dance was very successful, and fine profit was made. It is proposed to help the baseball club put their dance over, this month. The committee have a lot of other good things in store for the club members.

# HEARTBEATS AND THROBS.

ьу DIROTHY DOX.

Although having been established for only a few months, the popularity of Dirothy Dox is becoming widespread. The office is now functioning splendidly, under the close scrutiny of the editor of "Punch", who, through a special financial arrangement with the Paramount Club, has been able to keep Miss Dox plentifully supplied with bail money.

### Dear Miss Dox,

There have been countless girls in my life, each as sweet and charming as the others. Every moment with each of them has been a joy, until the inevitable bust up, when my spirits tumble from the heights of ecstasy to the depths of despair. For days following such an event I am many times on the verge of cutting my throat, or doing away with myself in some other manner. It simply can't go on like this. Please come to my assistance with some sound advice before I throw myself into the Hutt River.

Yours distractedly, BEN (Wellington).

Dear Ben.

The whole trouble with you is that you take these affairs too seriously. Remember, a girl is just like a tram car-there'll be another one along in a few minutes. It is impossible for all of those girls to have been as sweet and charming as you say. Each was probably a wolf in lamb's clothing, waiting to take advantage of your honest love and pocketbook. Why not treat them all as such until the real one comes along. She'll be easily recognisable, for she'll make you save your money, grab you by the ear and rush you off to the first available minister. Until then, play the game safe, especially in New Zealand.

> Yours, DIROTHY DOX.

### DARAMOUNT ERSONALITIES

George Lawrence



A prize of two daybills will be given to "Punch" readers for the best

Address replies to Dirothy Dox.

### PASS THE CIGARS.



Claude Henderson, District Manager for the Southern States, has been very busy passing around cigars to friends and fellow Paramount-

eers, since his return to Melbourne, from the Annual Sales Convention. The event is the arrival of a baby girl, born Saturday, August 16th.

Through these columns, Paramounteers in other branches, extend their congratulations, and thanks for the cigars, which, of course, will be sent through the post.

# Mews from the Studios

### FLASHES!!

"The Best People", a talking version of Avery Hopwood's famous play, has gone into production at the New York studios. Principal parts are being played by Carol Lombard, Charles Starrett, Frank Morgan and Miriam Hopkins. Fred Newmeyer is directing.

"The Law Rides West", will be Richard Arlen's next all-talking western. He will be supported by Rosita Moreno, Eugene Pallette, Mitzi Green and Junior Durkin. Otto Brower and Edwin Knopf will co-direct.

has completed

Gary Cooper work on the talking version of "The Spoilers". Betty Compson and Kay Johnson have the feminine roles, and Harry Green. William Boyd, Slim Summerville and James Kirkwood. prominently Edwin cast. Carewe directed.

Ed Wynn. noted Broadway comedian, has been engaged by Paramount to appear in the screen musical comedy, "Manhat an Mary". Ginger Rogers will have the chief femining role.

Richard Wallace, director of the Two Black Crows in "Anybody's War", who has just returned from a tour of the world, is the first man in Hollywood to import one of those diminutive English "Baby" motor cars. He claims that he left it parked in front of a toy shop one evening and the proprietor moved it inside with the scooters and bicycles when he closed up for the night.

### FLASHES!!

"Monte Carlo", Ernst Lubitsch's latest screen operetta, has been completed. Jeanette Macdonald and Jack Buchanan, English stage favorite, have the leads, and ZaSu Pitts, Claud Allister, Tyler Brook and Helen Garden head the cast.

"Anybody's Woman" replaces "The Better Wife", as the title of Ruth Chatterton and Clive Brook's next co-starring film. Production was completed recently in Hollywood, under the direction of Dorothy Arzner.

Richard Arlen's adventure-talkie.

"The Sea God". has been completed. Fav Wray appears opand posite, Eugene Pallette, Robert Gleckler. Black Maurice and Ivan Simpson head the cast. George Abbott directed.

Mitzi Green is to appear with Jackie Coogan and Junior Durkin, in the talking version of "Tom Sawyer". Filming is scheduled to commence next month, at the Hollywood studios.

### A STRENUOUS TASK.



Unloading the giant tri-motored 'plane in which Admiral Byrd flew over the South Pole in a scene from "With Byrd at the South Pole".

### SELL MORE -SALES it's worth RUNNING - it's worth

#### Leaders Threatened in 24-Sheet

### VARCOE AND LAWN IMPROVE

ITH all of the lagging branches closing the gap between themselves and the leaders of their respective divisions, the 24-sheet drive has settled down to a highly competitive tussle for victory.

In the first division, lack O'Neill of Sydney continues to lead H. N. Varcoe of Melbourne by a considerable margin. Their scores

to date are: Sydney, 148; Melbourne, 73.

Ben Kuch of Wellington, is still heading Cyril Power of Brisbane, with a total of 144 to 126. In the third division, Slade of Adelaide is hard pressed by Lawn of Perth, the former leading by a bare two points. The standings to date are: Adelaide, 35; Perth, 33; Launceston, 11.

In each division, the contest is becoming a close one. That means that every Ad. Sales Manager is out for business; is doing his utmost to come out on top. In other words, the contest has developed into just that, a contest, and every Paramounteer is watching its progress with interest. Get out after more 24-sheet orders and let's keep going!!



The Ad. Sales Department of the Brisbane Exchange. Note how Cyril Power keeps everything tidy, and also the fine displays he has given to Ad. Sales material.

### SELLING AD. SALES

AND HOW!

H. N. Varcoe, of Melbourne, wins mention in the "honor" panel for this issue. The fol-lowing order on "The Love Parade" was obtained from the Civic Theatre, Warrnambool, Victoria.

Two 24-sheets, one six-sheet, four three-sheets, 100 Daybills. 3,000 Couriers, one Slide, two sets 11 x 14, two sets 14 x 17, two 22 x 28, one S/c. Block, one D/c. Block, four Oil Paintings, two Cut-outs and three star head stereos. (Everything but the kitchen sink.—Ed.)

Varcoe also turned 111 a splendid order from the Athenaeum Theatre, Melbourne, of 20 24-sheets and 5,000 Couriers on "The Vagabond King".

### NEXT ISSUE, SEPT. 3rd.

The next issue of "Paramount Punch" will be published on Wednesday, September 3rd. The "dead line" for copy is Monday, 1st September, so let's have all branch news NOW. Let's Go!



Vol. 4.—No. 18.

SYDNEY, AUSTRALIA.

September 3rd, 1930.

### "FOR MR. SHAUER"

Foreign Department Chief Convalescing in California—Watching Closely Our Efforts, Cables Seidelman—One District, One Branch, and Six Salesmen Over Quota.

R. SEIDELMAN, Assistant General Manager of the Foreign Department, has cabled Mr. Hicks, that Mr. Shauer is highly elated with the news that the Blue Ribbon Bunch has dedicated a special sales drive in his honor. Convalescing in California, Mr. Shauer is intently watching the standings of our contest. It will be good news for him when he hears the results of the latest standings, showing one district, one branch, and six salesmen over quota, and best of all, the entire division is "over the top" in our standings for "The Studio Sponsored Contest".

That position must not only be retained, but improved, if we are to make a success of this special contest "For Mr. Shauer".

Business for this Paramount Week, is expected to be the biggest on record, whilst many branches have contracted excellent business too, for the remainder of the month of September.

In the latest standings, announced to-day by Mr. Hicks, Stan Craig still holds his decided lead over Gawler and Henderson, with a percentage of 103.43. Since the last publication of "Punch", the positions of the branches are unaltered. Wellington is leading from Brisbane and Perth.

Zone 2 of the Brisbane exchange, heads the salesmen's standings, but since no salesman has been assigned to that territory, credit for these figures must-go to Bill Blood. Other salesmen over quota are: F. Thompson, C. Hale, G. Birley and R. G. Winch.

Ron Lawn of Perth is showing the way to the Ad. Sales Managers, leading Kuch and Milholland, now attached to the Brisbane exchange.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia.

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly	٠	 ۰	۰	٠	٠	٠	٠	٠	٠	٠		Editor

Vol. 4.—No. 18. September 3, 1930.



**W** ELL, it's happened... We knew that with a motor enthusiast at the head of the Paramount Club, it wouldn't be long before a motor picnic would be arranged... and now our prediction has come true... There will be contests for slow running, petrol consumption, silent cop-killing, driving on the wrong side, turning corners on two wheels and countless other events. ... The staff bookmaker will be ready to receive bets shortly, so place 'em early and get long odds... The "Punch" tipster selects Syd. Herbert as a cert for the slow running contest ... In fact, there is some doubt as to whether his old puddle-jumper will be able to cross the line before the expiration of the time limit... Charlie Gatward says he's an odds-on favorite for petrol consumption... been running his 'bus on kind words for months now... Although "Pop" Flynn's cop-killing experience has been confined to the voluble type in the past, "Punch" picks him as an even-money chance in the silent cop competition... Select your fancies early, the bookmaker is in a philanthropic mood this morning...

## THANKS "EVERYONES"

N page seven of "Everyone's", August 27, will be found a story under the heading of "What Pretty Picture Books Don't Tell", a story that every Paramounteer should read and use in all sales talks.

The article reads: "Twelve months ago, nobody could have foretold the predicament of to-day. To-day, nobody dares predict the situation 12 months hence. Yet some distributors go cheerfully ahead with their pretty picture books, their spacious promises, their advance valuations of productions that are now merely in the paper-stage".

Mr. Gayne Dexter concludes with: "The coming season will be too critical a period for any but sound business-like buying. Now is the time to study and analyse, to see how many producers are operating on guess-work, and how many are following the common-sense policy of Paramount".

The well-known trade paper pays a further tribute to Paramount, with a publication of the following:—

### HOW THEY'RE BATTING.

The new season promises to show strong advances by two or three companies and a back-slide by one or two others. For that reason the following list of "Everyones" grading of releases since January constitutes an interesting analysis.

E	Big	Excellent	Good	Feature	Good	Support
	0				Support	
Paramount	3	5	20	13	1	1
Fox	0	3	9	6	10	1
F.NWarner	3	2	14	16	9	3
M-G-M	0	2	16	6	9	3
United Artists	1	2	7	e	0	0
Universal	1	1	6	7	5	3
RKO	1	1	1	4	2	o
Greater Australasian	0	3	1	12	5	1
Union Theatres	0	2	1	1	o	0
Celebrity	0	0	3	5	2	0
Cinema Art	0	0	1	3	4	0

What an interesting analysis, because figures don't lie. From the above table, you will notice just how far Paramount has out-shined other products. Next year, our position will be even stronger, because of the elastic policy of the production department, which will enable us to meet any new swing of public demand.

Snowstek. R

# FRED GAWLER IN QUEENSLAND.



District Manager Fred Gawler is at present in Brisbane on a special sales mission. His trip will also include the bigger towns of

Northern and Central Queensland. Mr. Gawler has with him the Greater New Show World Trailer which he will screen to the showmen who have their theatres wired for sound. Fred's genial countenance will be missed from Head Office for about five weeks. This will be his fifth air-mail trip.

### TRANSFERRED.

Murray Milholland, formerly salesman attached to the Melbourne office, has been transferred to the Brisbane exchange.



### PARAMOUNT SERVICE APPRECIATED

From Mr. Charles Stewart, Manager of Claremont Pictures, at Claremont, W.A., comes this tribute to Paramount:

"Paramount's film service and condition of prints are like Lloyds—A.1."

### WHAT BECAME OF—

The man who said that the talkies were just a passing craze?



# "FOR MR. SHAUER". AS AT SEPTEMBER 1st, 1930.

### DISTRICTS.

Position.	Percentage.				
1 S. H. Craig	No. 1 88.23				

### BRANCHES.

Position

Position

rosition, Perc	entage.
1 S. H. Craig Wellington	103.43
<sup>2</sup> C. J. Shepherd Brisbane	96.97
3 C. Abotomey Perth	93.27
4 G. Brooks Sydney	85.34
5 P. Board Adelaide	83.94
6 H. Kelly Melbourne	80.87

#### SALESMEN.

Position,	Percentage.
1 Zone 2 B	
2 <b>W.</b> Blood B	rísbane 107. <b>6</b> 9
3 F. Thompson, Well	lington 104.18
4 C. Hale	Sydney 103.92
5 G. Birley	Sydney 103.72
6 R. G. Winch	Sydney 102.74
7 H. Hill	Perth 87.07
8 R. Wanklyn Mel	bourne 81.41
9 A. W. Hagon , Mel	bourne 74.31
10 L. B. Wilke A	delaide 63.33

### AD. SALES.

		***	1 616	emage.
1	R.	Lawn	Perth	92.65
2	В.	Kuch	Wellington	89.54
3	M.	. Milholland	. Brisbane	79.80
4	J.	O'Neil	Sydney	76.70
5	H.	N. Varcoe .	Melbourne	67.08
6	H.	Dilger	Launceston	61.66
7	H.	Slade	Adelaide	49.81

### KENNEBECK AND WALL

Back from Flying Trip to Southern States.

D. WALL and John Kennebeck returned to Head Office on Monday last after a flying visit to the Southern States.

The pair probably created a record for fast travelling, covering on their special survey mission the theatres of Melbourne, Adelaide, Perth and Launceston in eighteen days. Fast going, despite the fact that Kenny photographed every wooden structure on the route.

### TOGETHER AGAIN.



Those two inimitable funsters, Jack Oakie and Skeets Gallagher, in one of the thousand funny scenes from "Let's Go Native".

# Powell Called Best Dressed Man in Films

ALTHOUGH the reputation so far has not been given him, William Powell deserves to become known as "the best-dressed man in Hollywood."

Powell's sartorial perfection goes to these lengths:

He buys fifteen suits of clothes

He seldom wears the same necktie more than twice.

His haberdasher has a standing order for two new shirts a month.

His shoes all are custom-made.
His hats are made to order.
And other of his apparel is
tailored to fit.

Observers a few days ago were inclined to be a bit critical of Powell's dress; the feeling got around that he had become just a bit too elegant. This belief was started when Powell reported for work in the morning at the Paramount studios wearing full dress, complete with silk topper and cane. It developed, however, that Powell had merely come prepared for a banquet scene in his new starring picture, "For the Defense", and all was forgiven.

### "GRUMPY"

FOR LONG RUNS.

### SYDNEY AND MELBOURNE.

PARAMOUNT'S talking screen adaptation of the stage play, "Grumpy", in which Cyril Maude is starred, will be released in Sydney and Melbourne as an extended season attraction.

In the southern capital, "Grumpy" will succeed "The Vagabond King" at the Athenaeum Theatre on September 6th. The Sydney season will be at the State Theatre, commencing September 6th or 13th, to follow that house's current attraction.

"Grumpy" was filmed at the Hollywood studios under the codirection of George Cukor, noted stage director, and Cyril Gardner. Phillips Holmes and Frances Dade have the juvenile leads, and Paul Lukas, Paul Cavanagh, Halliwell Hobbs and Olaf Hytten lend support.

# Big Fight in "The Spoilers"

I have just been on Stage 1. Screen history was in the making there to-day.

Cary Cooper and William Boyd enacted the famous fight in "The Spoilers" before half a dozen microphones, a dozen cameras, and a number of press representatives.

It was as sensational an experience as I ever had on a motion picture set. Cooper and Boyd put on a truly terrific battle. The set was demolished. The clothes of the two men were torn to fragments; their bodies cut and bruised. Their complete physical exhaustion after the fight was convincing evidence of the energy that went into the making of this sequence.

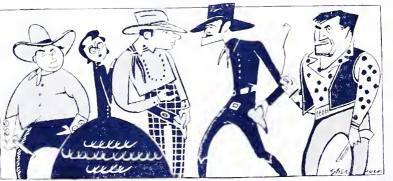
Like every other part of Paramount's production of "The Spoilers", the fight should be far superior to the battles filmed in earlier versions of the picture. The deadly fury and awful desperation of this fight will not soon be forgetten

be forgotten.

It is a violent, dramatic climax for a GREAT production.

ARCH. REEVE.

"The Border Legion"



Eugene Pallette, Mary Brian, Richard Arlen, Jack Holt and Stanley Fields as pictured by the cartoonist of the NewYork "Telegram".

Cartooned by Press.

### ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

HAPPENINGS in HEAD OFFICE



We are all very glad to hear that Mr. Whittle has recovered. When Mr. Keith Logan went to see him last Friday, he was welcomed at the door by no less than our old friend, Mr. Whittle himself.

Ruth seems to be very happy again, all was not so bad as she thought, and her little playmate is back again.

We had a visit from Miss Mirrie Gibson of the Bananaland Exchange last week. We must report she looked very well after her visit to the snow capped mountains.

Did you have a good time, Margaret? Well, by the look of you, both in the photos and out of them, you did.

Sorry, Editor, no more news; everyone in Head Office has been too good this week for me to find any scandal about them.

# DAYINGS AND A STATE OF THE STAT

The N.S.W. Bookers seem to be lucky in their bets. We have noticed several exhibitors paying up on Monday mornings—The Australian Rugby Team have provided the boys with ample cigarette funds.

J. Edwards spent a delightful week-end culling pansies and chopping cherry trees midst the wilds of Liverpool. (Shades of George Washington.) Mr. Birley, N.S.W. Salesman, nad several remarkable experiences up Lithgow way. He was warned about the mines, etc—"Don't go down the mine, Daddy"—but curiosity killed the cat.

# PERTH 2 PARS

Mr. Abotomey arrived back from Sydney on Wednesday from the Convention full of business. He is very enthusiastic over some of our coming releases, including "The Big Pond" and "The Social Lion" which he viewed whilst in Sydney.

The natives of Kalgoorlie saw red when John Kennebeck hit that town.

Ed. Wall is now an experienced boomerang thrower.



We are all very sorry to hear of Ben Kuch's illness and take this opportunity of wishing him a speedy recovery. We would like to add that this was NOT the result of paddling in the Hutt River.

Wellington Branch welcomes back Mr. S. H. Craig, who returned from the Convention this morning. He's got a bundle of good news about our product for the coming year—Let's Go!

The Wellington opening of "With Byrd at the South Pole" is set for Friday, August 29th, at the St. James' Theatre. The production is at present doing excellent business in Dunedin.



Cyril Maude, the celebrated English actor, in a scene from his famous "Grumpy", which he has made for Paramount.

# Doings-of the Paramount Club

THE roof of Paramount House is the scene of some exciting tennis battles these days. Inter-Office tournament started the second round with Head Office Accounts two points in the lead from Advertising. The surprise of the games came when Miss Andrews and Mr. Hale, representing N.S.W. Acc. beat Miss Carrick and Mr. Sixsmith of Head Office Acc. Provided other games are won by each, Advertising and H. O. Accounts are level pegging. In the singles championship the final elimination games are being played. The four ladies and four gentlemen left will play a semi-final of two out of three sets before further elimination is made.

Last week the Baseball Club held another successful dance at the Palais Royal, and the funds of the Club benefited materially. The Club is actively preparing for the Summer Competition, which starts in a month's time. It is hoped that stronger teams than other season's will be playing for Paramount.

The Club is planning a Sunday outing, and already a great deal of interest is being shown in the project. Games and reliability tests for the motor cranks are being planned.

Many of the Club members have availed themselves of the Purchase scheme, which is growing every day with the inclusion of new firms.

Point standings in the Inter-Office Tennis Tournament are: 1, Advertising and H.O. Accounts, 10 pts.; 3, Sales Promotion, 8 pts.; 4, Customs, 6 pts.; 5, N.S.W. Accounts, 4 pts.; 6, Despatch, Nil.

### HEARTBEATS AND THROBS.

by

### DIROTHY DOX.

Miss Dox was in trouble again last week, and the Police authorities threatened to lock her up and throw away the key. However, the editor of "Punch" prevailed upon them to give her one more chance, pointing out to the Commissioner the importance of her timely advice to our lovestick staff. Incidentally, the following letter was answered in gaol.

Dear Miss Dox,

A few weeks ago, I met an adorable little girl at Bondi Beach named Cora. It seemed to be almost a case of love at first sight, and upon a very short acquaintance, I proposed to her. She accepted, of course, but staggered me with the confession that she was a widow with a child. Now this is what is perturbing me: I can't afford to keep both her and her child on my present salary. Shall I ask for a rise, or should I sacrifice her love and try to forget?

Yours in perplexity, JIM (Ad. Sales Dept.).

Dear Jim,

In spite of all the conveniences of a ready-made family, I think that you are too young to shoulder so much responsibility. Furthermore, now is hardly the time to expect more remuneration for your labors. I would suggest that you repudiate your obligation to her as gracefully as possible, taking care, of course, not to become involved in a breach of promise suit. Once rid of the present difficulty, steer clear of widows. They know too much.

Yours, DIROTHY DOX.

### DARAMOUNT ERSONALITIES

AS SEEN BY

George Lawrence



### "SKIPPY"

Posed especially for "Punch" by Mr. William "Skippy" Clark, General Sales Manager.

### RELEASES SET.

The following releases have been set by Syd. Herbert's Department for the Capitol Theatre, Sydney:—

September 20. — "Love Among the Millionaires".

September 27.—"For the Defense".

October 4.—''Dangerous Nan McGrew''.

# Men's from the Struction

FLASHES!!

"Morocco", an adventure-talkie of the French Foreign Legion, has gone into production in Hollywood. Gary Cooper and Marlene Dietrich are co-starred, and Adolphe Menjou, Paul Porcassi, Albert Conti and Juliette Compton are in the cast. Joseph von Sternberg is directing.

"Social Errors", a farcical mystery story by Owen Davis, will be made into a talking comedy featuring Richard Arlen, Leon Errol, Mary Brian and Stuart Erwin. Edwin Knopf and Cyril Gardner will direct. Filming is scheduled to commence next month.

Nancy Carroll has completed work on "Laughter", an all-talking dramatic production. It is from an original by H. D'Abbadie D'Arrast, who also directed. Fredric March, Frank Morgan and Diane Ellis head the cast.

BEING accustomed to the process it did not take long for the motion picture business to find a new title for Charles Rogers' brother. He is to be called Bruce, thus dispensing with the "Bh" that, weirdly enough, he has carried since infancy. Screen plans for young Bruce Rogers have not yet been announced. Undoubtedly, he will go through a reasonably arduous period of training before receiving any roles of great importance.

A bruise of magnificent proportions, and of a gorgeous black and blue hue, proudly is being worn by Maurice Chevalier as a proof of sacrifice for his art. One sequence of his new picture, "The Playboy of Paris", formerly titled "The Little Cafe", was filmed in an ice skating rink. There are the facts. Write your own story.



"YOUR ORDER, SIR?"—Maurice Chevalier enacts the role of a waiter in his next Paramount picture, "The Playboy of Paris", which was formerly titled "The Little Cafe".

FLASHES!!

"The Little Cafe", Maurice Chevalier's newest all-talking production, has been completed. It features Frances Dee, Eugene Pallette, Stuart Erwin and Tyler Brooks, in the cast, and was directed by Ludwig Berger.

Kenneth MacKenna, Jobyna Howland, Paul Cavanagh, Eric Kolkhurst and Oscar Apfel have been added to the cast of "The General", an all-talking dramatic play. Walter Huston and Kay Francis have the leading roles. George Cukor and Louis Gasnier are co-directing.

Edmund Goulding has been selected to direct William Powell's next starring picture, "Ladies Man", which is adapted from the novel by Rupert Hughes. Production will commence next month, following Powell's return from abroad.

 $H_{just\ a\ weekly\ nuisance.}^{AIRCUTS\ for\ a\ man\ are}$ For a woman they are an event. Great, then, is this event in the life of Kay Francis. Six years ago, on the New York stage, she originated the sleeked-back, ear-revealing pompadour bob that has since been a most distinguishing feature. To-day, Miss Francis' hair is long, parted severely in the middle, and pulled into a tight knot at the back. She wears it thus for her part as a Russian in "The General" with Walter Huston. Hollywood forsees it as the beginning of a new style.

# AD-SALES! It its worth RUNNING — it's worth ADVERTISING!

## O'Neil Pulls Away from Varcoe.

### LAWN PASSES SLADE.

IN the first division of the current drive for 24-sheet sales, Jack O'Neil of Sydney has increased his substantial lead over H. N. Varcoe of Melbourne, and now holds undisputed first place with a margin of 97 points.

R. Lawn of Perth has taken the lead away from H. Slade of Adela'de in the third division, with a mere plurality of two points. Ben Kuch of Wellington continues to head Brisbane by a margin of 22.

The present standings of the Ad. Sales branches in the 24-sheet drive are as follows: First Division: Sydney, 181; Melbourne 84. Second Division: Wellington, 178; Brisbane, 156. Third Division: Perth, 45; Adelaide, 43; Launceston, 11.

With Paramount Week bookings now a thing of the past, Ad. Sales Managers will have to look to their own sales ability to bring in those extra orders for 24 sheets. However, the formidable advance guard of Paramount's Greater New Show World productions are now being released in all capital cities. Now is the time to start the season with a bang; to add an extra 24-sheet to the standing order. Get after the new contracts and sell 24-sheets. LET'S GO!



The above picture shows the manner in which the New Zealand bunch are getting behind "With Byrd at the South Pole". An attractive 24-sheet poster on display in the booking department of the Wellington exchange. The young lady in the foreground is Miss Verna Browne. (You're looking well, Verna.—Ed.)

## SELLING AD. SALES . . . . AND HOW!!!



Ad. Sales selling honors for this issue go to Ben Kuch of Welling-ton, who tied the Empire Theatre, Dunedin, securely to a substantial order on

"With Byrd at the South Pole". The detailed order is as follows: Four 24-sheets, one six-sheet, two three-sheets, two one-sheets, 50 Daybills, 10,000 Couriers, nine sets 8 x 10, five sets 11 x 14, and a sound trailer.

Kuch also obtained a good order on the same film from the St. James Theatre in Wellington.

### NEXT ISSUE SEPTEMBER 17th.

The next issue of Paramount "Punch" will be published on Wednesday, September 17. Let's have all branch news and photos right now. Let's Go!

An Ad. Sales Order with Every Contract!



### SUCCESS OF PARAMOUNT WEEK.

ALL DISTRICTS AND MAJORITY OF BRANCHES AND SALESMEN INCREASE STANDINGS—MORE STEP-UPS EXPECTED—NATIONAL QUOTA CERTAIN FOR MANY WEEKS.

AINLY due to the wonderful success of Paramount Week, which was one of the best on record, every district and practically every branch and salesman have increased their standings in the New Show World Contest for Mr. Shauer. As very nearly every exchange has extra business on their books for the remaining weeks in September, and with many big specials and extended season attractions set for release in every capital city during October, National Quota is practically a certainty for many weeks to come. Mr. Hicks confidently expects that this Paramount Week will greatly increase our standing in the Foreign Legion's Studio Sponsored Contest.

In the New Show World Contest standing announced to-day by Mr. Hicks, New Zealand still holds the lead in the districts, despite the fact that each one shows an increase. The same is the case with the branches. Wellington leading from Brisbane and Perth. Those who have increased their standings are Wellington, Perth, Sydney and Melbourne.

Among the salesmen, Blood, Thompson, Winch, Wanklyn, Hagon and Wilke have recorded increases.

R. Lawn of Perth is still showing the way to the Ad. Sales Managers from Kuch and Milholland.

If this business can be maintained until the end of the year, there is every chance of the Blue Ribbon Bunch winning the Studio Sponsored Contest. In view of the number of big money-makers that will be available for release, this should not be hard to do. LET'S GO!!





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.-No. 19. September 17, 1930.

# LUNCHI HOUR by Rambler

WE sent out "Aub", the office Cub, the other day, to gather together some news regarding the motion picture business in general, and herewith is Aub's journalistic effort:

"Saturday," writes Aub, "was the first day of my assignment, and I find that this day was of some importance, being the fifteenth anniversary of the day an exhibitor took the afternoon off and returned to find his theatre in perfect shape.

"Sunday. Regarding this day, I find that exactly six months ago, Exhibitor Lew Klotz of Goondiwindi. became a proud papa, and was assisted by a Paramount Exploiteer in announcing the event.

"On Monday I assisted a group of exhibitors to tie-up with a plumbing concern to make people take baths instead of entertaining themselves swimming.

"Tuesday. Visited—and found that the local chemist will lose plenty of headache powder business when the exhibitor replaces his backwash sound system with a reliable outfit.

"Wednesday. Found that the Editor of the paper here gives the exhibitor all the space he wants (Now we'll tell one).

"Thursday."-

We could go on forever, but what's the use,

### "BUSINESS IS GOOD"

----000-----

NATURALIST once divided an aquarium with a clear glass partition. He put a lusty bass in one section and minnows in the other. The bass struck every time a minnow approached the glass partition. After three days of fruitless lunging, which netted him only bruises, he ceased his efforts and subsisted on the food that was dropped in. Then the naturalist removed the partition. The minnows swam all around the bass, but he did not strike at a single one. He had been thoroughly sold on the idea that business was bad.

JAMES B. THORSEN.

THE above little story came to me, printed on a blotting pad. Every once in a while I look at it and realise how true it is, and how true it implies to many of us in the motion picture business. We are kidding ourselves that business is bad. Selling ourselves the idea!

---oOo-----

B USINESS may be bad for those who are selling weak pictures, but for Paramount it is good. We have the pictures that will get money in any old times. A proof of this is the enormous business that "The Big Pond" is recording at the Prince Edward Theatre, Sydney. Packing the house at the early sessions. Business is good, always good, if your goods are good. Don't sell yourself otherwise.

<del>----</del>000----

OW is the time that theatres need good pictures, and Paramount is the only company in the business able to give them a consistent supply of real moneymakers.

<del>---</del>000

PARAMOUNT Pictures are in demand now more so than ever before. Don't sell yourselves as the bass did. Business is good. Let's Go!

Joursteho &

### BILL CLARK IN NEW ZEALAND.

WITH SIR VICTOR WILSON AND MR. SIXSMITH.



gether with Mr. Sixsmith and Sir Victor Wilson, president of the Motion Picture Distributors' Association, is at present in New Zealand conferring with the Government on the new film Such a tax. trio to carry

MR. "Bill"

Clark, to-

W. J. Clark.

the Distributors' case to the Government can be expected to do everything possible to straighten out the taxation tangle that the industry is in at the present time.

### **CRICKETERS** WANTED.

HE Paramount Club is forming a Cricket Club among the staff at Head Office, with the object of playing Sunday morning social matches. Already challenges have been accepted from Union Theatres, the "Evening News", M-G-M, Bondi Junction Theatres and Universal. It is the object of the promoters to arrange for a trial game between two elevens from Paramount to act as a guide to the selectors. Those who are eligible for games any Sunday should give their names immediately to Reg Kelly, Publicity Department.



"FOR MR. SHAUER". AS AT SEPTEMBER 15th. 1930.

### DISTRICTS.

Position. P	Percentage.					
1 S. H. Craig	88.41					

### BRANCHES.

Pos	sition. Per	centage.
1	S. H. Craig Wellington	104.51
2	C. J. Shepherd Brisbane	96.69
3	C. Abotomey Perth	94.15
4	G. Brookes Sydney	85.68
5	T. Kennard Singapore	85.08
	P. Board Adelaide	
	H. Kelly Melbourne	
	S. J. Robinson . Sourabaya	
9	A. Olsen Batavia	69.83

### SALESMEN.

Po:	sitio	on. Perc	entage.
1	Zo	ne 2 Brisbane	128.66
2	W.	. Blood Brisbane	107.32
		Thompson, Wellington	
4	R.	G. Winch Sydney	104.08
		Hale, Sydney	
		Birley Sydney	
		Hill Perth	
8	R.	Wanklyn . Melbourne	85.01
9	A.	W. Hagon, Melbourne	74.45
10	L.	B. Wilke Adelaide	67.21

### AD. SALES.

osition,				Percentage.		
1	R.	Lawn .		. Perth	91.67	
2	В.	Kuch .	V	ellington .	87.36	
3	M.	Milholla	and .	Brisbane	77.23	
				. Sydney	76.99	
5	H.	N. Varc	oe . N	1elbourne	66.42	
				aunceston	62.26	
7				Adelaide	48.63	

### FAREWELL TO ED. WALL.

SAILS TO-MORROW.



### THE COCKEYED NEWS

D. WALL, special representative from the Home Office, who has been in this territory for the past two months, on a special survey mission, will return to the U.S.A. tomorrow (Thursday), bv R.M.S. "Niagara". During his short stay, Ed. has visited every one of the Paramount branches, and has given the "once over" to practically every first class theatre in the country. Artist George Lawrence has above pictured Ed. and Kenny, his guide during one of their several flying trips into the country.

If you think you'll lose, you're

For out of the world we find Success begins with a people's will-

It's all in the state of mind.

# "Let's Go Native" Booked for Prince Edward Theatre

### WILL FOLLOW "BIG POND" SEASON.

R. JOHN W. HICKS, Junr., announces that Paramount's maddest musical farce, "Let's Go Native", co-starring Jack Oakie and Jeanette MacDonald, will be the next extended season attraction for the Prince Edward Theatre, Sydney. The new film will succeed Maurice Chevalier's "The Big Pond" into that house three or four weeks hence.

"Let's Go Native", besides having a host of outstanding comedy stars, headed by Skeets Gallagher, Eugene Pallette, William Austin, James Hall and Kay Francis, has one of the funniest stories ever written for the screen. It is 70 minutes of sheer nonsense, with so many unexpected twists and turns that the audience doesn't have time to take a breath. Just imagine four

of Paramount's greatest fun-makers wrecked on a desert isle with two beautiful women and a bevy of seductive native girls.

The film story was written by George Marion, Junr. and Percy Heath, the merry wags who were responsible for "Sweetie" and "Safety in Numbers". Leo McCarey directed.



Jack Oakie with his arms filled with beauty in a scene from Paramount's crazy musical, "Let's Go Native". Let's

# ON VACATION.

M AURICE CHEVALIER has an odd expression he uses to indicate that he is nervous, or that he is ill at ease in a part. If he says, "I do not feel in my shoes," his director knows that certain little changes will have to be made in the scene until it is right. Chevalier is about to bid Hollywood au revoir. His new picture, "Playboy of Paris," having been completed, he leaves at once for a three-months' vacation in the south of France.

### CUPS FOR TENNIS CHAMPS.



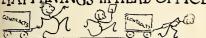
The two beautiful silver cups presented by the Panther Gut Co. for the Paramount Ladies and Gents singles tennis championships. The tournament, which is being played on the court at Head Office, is now in the semi-finals.

# and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

HAPPENINGS in HEAD OFFICE



It would take too much space to numerate all who have been absent with the 'flu since last issue of "Punch". We wish all a speedy recovery.

The Long Haired Brigade has been depleted by one member, this week-end, Margaret has gone back to the "Bobs" again. As Summer is near at hand, no doubt more will follow her good example.

The Saturday afternoon Tennis Club seems to be very popular now, judging by the number of girls who stay every Saturday.

One young lady is all smiles this morning, someone has returned. While another, poor thing—is looking very downcast, haggard and blue, because HE has gone away, never mind, cheer up, Al, all will be well in the end, and you won't have to eat alone then.

If we can take any notice of all the sewing one of the young ladies is doing lately, there may be some surprises for us soon.

# DAYINGS AYINGS

Midget golf has completely taken the boys in its throes. We hear of certain persons going around in record figures.



Cyril Maude, the famous English stage actor, in a scene from Paramount's "Grumpy", which is enjoying extended seasons in both Sydney and Melbourne.

N.S.W. has its quota of promenade sheiks—and many are their experiences—at least, so we hear on Monday mornings.

An Amateur Operatic Society should be formed, as we have quite a number of gifted song birds. Cleo Andrews and Bill Mackeown should be excellent duettists.

A certain syndicate is moaning of its misfortunes in a popular lottery. Huge sums have been lost—tickets being just 300 off the correct figures.

### ADELAIDE ACTION

"Pansy" to the front. In order to uphold the prestige of Paramount Service, Arthur Carpenter, and Despatch Clerk Bill Bignell, motored from Adelaide to Broken Hill, in the Baby Austin, to deliver the Paramount Week programme, the trip being done in record time.

Anybody requiring information, with regard to future activities of the Film Industry shall be supplied with full details from our Advance Publicity Agent, Robert McMurray, Adelaide "Despatch", whose collection of newspaper cuttings defies competition.

# PERTH 2 PARS

Ed. Cosson of the Booking Department has taken his annual holidays. We believe he has gone to Yanchep Caves. It is hoped that the "Cave Man" idea does not occur to him whilst he is there.

We understand that Miss Rosevear, Mr. Abotomey's typist, is an artist of some note, and she spends her lunch hour making sketches of her favorite artists.

It is pleasing to note that Miss O'Neill of the Accounts Department has a dress which perfectly harmonises with Mr. Ralph's spotted tie..

# Doings-of the Paramount Club

### TENNIS CHAMPIONSHIP

The chief interest in the club right now is the finals of the Tennis Championship. Miss Carrick, of Head Office Accounts, plays a semifinal with Miss Hendrie, H.O. Ad. Sales, and the winner will meet M.ss Rankin of the Advertising Dept., who was successful in the other semi-final, defeating M.ss Murray to 6-2, 5-7, 6-3. The final should be keen, and provide some great tennis.

Mr. Goodhead of H.O. Accounts plays a semi-final with Mr. Higgins of the Art Dept. and the winner will meet Mr. Kennedy, N.S.W. Ad. Sales, who was successful in the other semi-final, defeating Mr. Lawrence, Art, to 6-0, 6-2.

The winners of the finals will receive a handsome silver cup presented to the Club by the Panther Gut Company.

INTER-OFFICE TENNIS.—The Inter-office Competition is also drawing to a close. At one time with a two point lead, Head Office Accounts looked like winners, but a surprise was created with their defeat by N.S.W. Accounts, putting them level in points with Advertising. This match will take place early next week, and really will be a final, the winner taking the Paramount Cup.

CLUB OUTING. — While Club members are not thinking of Tennis, their thoughts turn to the Club Outing on Sunday, 28th. It is hoped to hold the picnic at some place where motor sports can be held, and therefore, the place has not been definitely set.

# HEARTBEATS AND THROBS.

by

### DIROTHY DOX.

Last week's tiff with the police authorities has convinced Miss Dox of the futility of bumping noses with the law. The editor of "Punch" now has that noted journalist's sworn promise to tread the straight and narrow hereafter, thus ensuring the readers of these columns prompt attention to their love problems.

### Dear Miss Dox.

For the last few months, I have been keeping company with an exceedingly nice girl. In a few weeks' time, she is going away for a month's holiday. The question that is worrying me, is, shall I be true to her during her absence, or shall I console myself with a certain little usherette from one of the City theatres.

For my peace of mind, I would appreciate your advice as soon as possible.

Yours in great anxiety,
"BIG BOB" (Adelaide).

Dear Big Bob,

Surely to heaven you've heard of the old adage: "Variety is the spice of life"? Don't be foolish. Step out with this certain usherette, as you have never stepped out with anyone before, then, when your girl returns, she will set herself the task of cutting out the other woman. During this "cutting-out" process, you'll be as popular as ice cream at a picnic. Remember, no woman is happy unless she has something to worry about and fight over. Why not be that "something" and enjoy the fun?

Yours,
DIROTHY DOX.

# PARAMOUNT ERSONALITIES

AS SEEN BY
GEOVAE LAUVENCE



For the past two issues of "Punch" this column has been used against two of the promoters without their knowledge. Now we offer the third and most important culprit. Here we have Artist George Lawrence in his favorite warlike attitude drawn by Harold Higgins, artist, tennis champ, and egg and butter man.

"Hey, Clara," called Jack Oakie to Clara Bow, four tables away in the studio lunchroom. "You can't eat your cake and have 'it' too."

# Mews from the Struction

### FLASHES!!!

"The Virtuous Sin" replaces "The General" as the title of the adventure romance, in which Walter Huston and Kay Francis are featured. Filming was recently completed under direction of Louis Gasnier and George Cukor. Kenneth MacKenna, Paul Cavanagh and Jobyna Howland are in the cast.

Charles Rogers has started work on his next musical film, tentatively titled "Molinoff". Lloyd Corrigan and Norman McLeod are directing, and Frances Lee is the leading woman. Others in the cast are Leo White, Stuart Erwin, William Austin and Evelyn Hall.

Jack Oakie's next comedy will be taken on the high seas, with the

SUN-TANNED and as hard as nails, George Bancroft has returned from several days at sea, filming an important sequence for "Typhoon Bill". his newest story. In a matter-offact way, he discloses that the picture has given him the most thrilling moment of his screen career. In one scene, on shipboard, he stood in an outer stateroom, just above the waterline, while another vessel drove its prow into the side of Bancroft's ship, just at the point where he was standing. Considering that both vessels figuring in the collision were well in the 4,000 ton class, it is easy to understand why Bancroft, as he admits, was ner-

# Will Dietrich Dethrone Garbo?

NORD that Greta Garbo
has a real rival in Marlene Dietrich, now playing with
Gary Cooper in "Morocco", is
finding ready ear in Hollywood.
Up until now, Garbo, as Garbo,
has never been threatened. Calm,
mysterious, aloof, a fascinating
thing of alabaster and fire, she
reigned alone. Now comes this
new woman. There may be two
thrones—two Nordic queens.

### A LONELY CROW.



Amos Crow with his pal "Deep Stuff", in a scene from "Anybody's War", starring Moran and Mack, the Two Black Crows.

### FLASHES!!!

star appearing as a sailor. Lillian Roth, Eugene Pallette, Albert Conti, Jean Del Val and Ivan Simpson will support, and Victor Heerman will direct.

"New Morals", an original screen play by Fredrick Lonsdale, will be the next starring vehicle for William Powell. John Cromwell, who handled the star in two previous pictures, will direct. No supporting cast selections have been announced.

George Bancroft has started work on "Typhoon Bill", a story of the sea, as his next all-talking film. In this, he is supported by Jessie Royce Landis, William Boyd, Donald Stuart and William Stack. Rowland V. Lee is directing.

6HE Hollywood Scene: Harry Green the somewhat bewildered owner of two Great Dane dogs. He can't figure out why he bought them. Mary Pickford in a white Angora Skeets Gallagher describing the joys of being a father. Gary Cooper playing in his twenty-fifth motion picture. Richard Wallace, the undertaker who became a successful screen director. The 5 p.m. parade of expensive cars and Fords rolling up to the studios to take their owners home. Adolphe Menjou chewing gum eighty strokes to the minute. Peter the Hermit attracting but little attention as he strolls, bare-footed, down the Boulevard.

# AD-SALES! If its worth RUNNING — it's worth ADVERTISING!

### KUCH LEADS ALL BRANCHES IN SALES.

### 24-SHEET DRIVE.

ITH the big drive for 24-Sheet sales now well under way, a review of the situation shows that Ben Kuch of Wellington, heads all branches in number of sales, and that the leader of each division has further increased the margin of plurality over his opponent.

In the first division, Jack O'Neil of Sydney has again managed to lap Varcoe of Melbourne, increasing his lead from 97 points, as at the last issue of "Punch", to a substantial 122.

Kuch of Wellington has similarly forged ahead of Murray Milholland of Brisbane, with a plurality of 72 sales, and R. Lawn of Perth heads H. Slade of Adelaide, by a margin of 9.

The present standings of the Ad. Sales branches in the current 24-Sheet drive are as follows: First Division: Sydney, 238; Melbourne, 116. Second Division: Wellington, 241; Brisbane, 169. Third Division: Perth, 55; Adelaide, 46; Launceston, 20.

### STAR-HEAD ALBUMS.

N order to facilitate the selling and ordering of star-head photos and medallions, Ad. Sales managers will shortly be supplied with a picture album containing a copy of each negative in stock at Head Office. Each photo will have a negative number, and orders will be made by number and desired size rather than name in future.

The albums should further prove of tremendous value in selling star-head medallions and photos to the exhibitor. Through them it will be possible to show him exactly what types are available, and in some cases allow him to select which view of a particular star he prefers.

Star-head medallions have now become a definite money-making item of your Ad. Sales material. Head Office is expending every effort to assist your sales. Now, it's up to you. Get after those sales. LET'S GO!!

## SELLING AD. SALES ... AND HOW!!!

R. LAWN of Perth, wins honorable mention in this issue, for the following Ad Sales order from the Princess Theatre, Fremantle, on "The Vagabond King", "Honey" and "Ladies Love Brutes".

Two 24-sheets, one three-sheet, 100 Daybills, 3,000 Couriers, two sets 8 x10, four sets 11 x 14, one set 14 x 17, two 22 x 28.

For "The Vagabond King", the order also included a week's hire of the sound trailer.

# NEXT ISSUE, OCTOBER 1st.

The next issue of "Paramount Punch" will be published on Wednesday, October 1st. The "dead line" for copy is Monday, 29th September, so let's have all branch news NOW. Let's Go!



SPECIAL ISSUE!!!

# **PARAMOUNT'S PROSPERITY** WEEK OCT. 4-11

"For Mr. Shauer"

HE week of Oct. 4-11 will undoubtedly go down in Paramount history as one of the greatest booking achievements on record. Mr. Hicks has aptly named it Prosperity Week. The home office is having a Prosperity Week, too, but they will certainly have to move to improve on the showing that we of the Blue Ribbon Bunch have made. The full story of our Prosperity Week is told on page five of this special issue of "Punch", which is enlarged to celebrate the occasion.



Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.-No. 20. October 1, 1930.



PROSPERITY WEEK CLEAN-UP.

SELL MORE AD SALES
—KENNEBECK.

TENNIS FINALS.

PARAMOUNT CLUB MOTOR PICNIC.

NEW TERRITORY IN FAR EAST.

MELBOURNE OFFICE GOES TALKIE.

O'NEIL HEADS 24 SHEET DRIVE.

"THE SPOILERS" OPENS
IN NEW YORK.

## "THE WILL TO WIN"

N a recent statement to the Domestic Department of Distribution, Mr. Kent, with his usual felicity of expression, compressed into a slogan of four pregnant words the rock-bottom fundamental of success—the vital contributing factor necessary to continuous growth and consistent progress.

----oOo----

"THE WILL TO WIN" means full speed ahead—particularly at a time when other companies, due to general business conditions—are slowing down.

----oOo----

Permanent prosperity cannot be maintained on seasonal activity. It's the steady, all-year-round pressure that makes a man or an organisation a winner.

----oOo-----

Perhaps you've heard of Napoleon's significant question when he was informed that one of his generals had won a great battle. "And what did he do the next day?", inquired the Emperor.

---000

We have every reason to feel proud of your achievements during the first six months of this year. But—and it's a big but—those six months are gone. They belong to yesterday. What are you doing to-day? What are you going to do to-morrow, next week, next month, and the month after that?

---oOo----

It is characteristic of every forward-looking organisation to seek to excel not only others, but itself. I believe that your showing during the last half of 1930 will top anything you have ever done before, because I am convinced that you boys and girls have . . . "THE WILL TO WIN".

Joursteho K

# "THE SPOILERS" STAMPEDES N.Y.

PARAMOUNT THEATRE IS CONVERTED TO LONG RUN.

A CCORDING to cabled advice just received by Mr. Hicks, the talking screen version of "The Spoilers", in which Gary Cooper heads an all-star cast, is currently creating nothing short of a sensation in New York, where it received its world premiere last month.

The cable further states that the film proved so popular with the picture-going public during its opening week, that the gigantic Paramount Theatre on Broadway, has been converted into a long run house, at popular prices, to accommodate the tremendous crowds endeavouring to view the picture.

"The Spoilers", just recently completed by Paramount, represents what is probably the most expensive motion picture ever turned out by the company. Neither time nor money was spared in making this production one of Paramount's greatest Greater New Show World attractions. Its current success in New York offers conclusive evidence that the magnitude of the picture thoroughly justifies the efforts of the producers.

# SIXSMITH AND CLARK RETURN.

R. J. A. SIXSMITH,
Paramount Secretary, and
Mr. William Clark, General Sales
Manager, returned to Sydney from
New Zealand on Monday last, by
the s.s. "Maunganui". Their visit
to the Dominion was in connection
with the recently imposed film tax.



"FOR MR. SHAUER".
AS AT SEPTEMBER 27th,
1930.

### DISTRICTS.

Position.	Percentage.		
1 S. H. Craig	103.64		
2 F. Gawler	87.77		
3 C. E. Henderson	85.96		

#### BRANCHES.

Position, Pero	entage.
1 S. H. Craig Wellington	103.64
2 C. J. Shepherd Brisbane	95.87
3 C. Abotomey Perth	94.72
4 C. Brookes Sydney	85.10
5 T. Kennard Singapore	83.57
6 H. Kelly Melbourne	83.35
7 P. Board Adelaide	81.90
8 S. G. Robinson, Sourabaya	74.66
9 A. Olsen Batavia	72.31

### SALESMEN.

Percentage.

Percentage.

Position

Position

i osition.		cintuge.
	Zone 2 Brisbane	
2	W. Blood Brisbane	106.20
3	F. Thompson, Wellington	103.94
	R. G. Winch Sydney	
5	C. Hale Sydney	101.48
	G. Birley Sydney	97.78
7	H. Hill Perth	88.86
8	R. Wanklyn . Melbourne	86.46
	A. W. Hagon . Melbourne	73.91
	L. B. Wilke Adelaide	66.07

#### AD. SALES.

Contion,	2 01 00 mg
1 R. Lawn	Perth 90.49
2 B. Kuch Well	lington 85.04
3 M. Milholland B	
4 J. O'Neil	Sydney 75.98
5 H. N. Varcoe . Mel	
6 H. Dilger Laur	nceston 62.09
7 A	delaide 47.77

# MELB. OFFICE GOES TALKIE.

WESTERN ELECTRIC SOUND EQUIPMENT INSTALLED.

THE Little Paramount Theatre at the Melbourne office is being wired for sound projection, and will be ready for use on October 8th. A full-sized Western Electric equipment, similar to that in use at Head Office, is being installed, thus insuring the highest quality of reproduction for our host of outstanding Greater New Show World productions.

With the Melbourne office equipped for the projection of sound pictures, the handling of prints and the selling of talking films in that territory should be greatly facilitated.

### LOU POLINESS

-A DADDY



Lou Poliness, Accountant at the Melbourne Branch, is the latest Paramounte er to become a

daddy. Last month, he was presented with a bouncing baby boy, and both the youngster and Mrs. Poliness, the former Miss Cavanagh of the Melbourne office, are reported to be doing fine. Paramounteers, through the columns of "Punch", extend heartiest congratulations, and convey the information that they all smoke cigars.

### PARAMOUNT CLUB PICNIC.

MOTOR OUTING TO CATTAI CREEK

GREAT DAY.

DARAMOUNTEERS from Head Office and the Sydney exchange turned out in full force on Sunday last for the Club motor picnic to Cattai Creek. Nearly twenty cars, owned and driven by members, made the journey.

The weather was "made-toorder" for the day, and those who were not interested in the motor events found the river and its glorious shady banks ideal for sport and

During the day a cricket match was played in which Head Office defeated N.S.W. by one wicket and 9 runs.

The following are the results of the sporting events:-

### MOTOR RACES.

Slow Running: Gentlemen: F. Small, 1; W. Milligan, Ladies: Miss E. Kortlang.

Obstacle: Gentlemen: W. Milligan, 1; H. Stanley, 2. Ladies: Mrs. Milligan, 1; Miss E. Kortlang, 2.



Molly Iken (N.S.W.) makes a determined effort to score at the Paramount Club Picnic.

Acceleration: Gentlemen: H. Flynn, 1; W. Milligan, 2. Ladies: Miss E. Kortlang.

General Prize: W. Milligan, 380 points, 1; H. Flynn, 360 points, 2.

### RUNNING RACES.

3-Legged: Miss B. Knowles-J. Tauchert, 1; Miss Madden-M. Lovett, 2.



A group of fair onlookers watching the motor events at the Paramount picnic



- HIS is not really a new column for "Punch", but the old "Lunch Hour" dressed up in new clothes . . "What's It All About?... the club picnic, of course... and how... Sunday morning usually follows Saturday night in the best of circles, with the result that our nerves cannot be expected to be the best... And, not under any circumstances, can they be expected to stand the strain of a motor picnic where a number of young bloods played to the grandstand all day, displaying how clever they were at cheating Death . . . Wilson Milligan, "Pop" Flynn and "Up-Two" Willie Peck ... Had the time of their young lives ... Far away from "Blue-Birds" and traffic cops . . . kicking up the dust and making general "Whoopee"... In between dust clouds the onlookers of the big-ring circus played cricket and other games where there was less chance of collecting an insurance policy...

After all, it was a great day, despite our jaded nerves. Dirothy Dox collected enough scandal to fill her column for many months. Everyone had a good time, and there were no accidents except a few punctures that "Pop" and Wilson collected . . . but they deserved them...

Relay: Miss Brown-M. Burke, 1; Miss G. Rankin-H. Pike, 2. Ladies' 50 yds.: Miss G. Rankin, 1; Miss Brown, 2.

Gentlemen's 100 yds.: O. Goodland, 1; M. Burke, 2.

Married Ladies: Mrs. Reg Kelly, 1; Mrs. W. Milligan, 2. Fat Men's Race: Reg Kelly, 1; A. Watts, 2.

### PROSPERITY WEEK CLEAN-UP

PARAMOUNT PICTURES BLANKET ENTIRE UNION THEATRE CIRCUIT FOR WEEK OF OCTOBER 4.

MR. HICKS PUTS OVER BOOKING RECORD.

PARAMOUNT'S PROSPERITY WEEK (October 4-11), during which our product will be screened in practically every Union Theatre in Australia, adds proof to Mr. Hicks' Convention statement that "theatres need good pictures now more so than ever before."

For this week Mr. Hicks has established a record for booking that will probably go down in the history of the industry.

In Sydney every U.T. house, with the exception of the Empress, will screen our product during Prosperity Week. During that week four big Greater New Show World pictures will be released, i.e., "Let's Go Native" at the Prince Edward Theatre; "Manslaughter" at the State; "The Silent Enemy" at the Lyceum, and "Anybody's War" at the Capitol. Other city theatres will feature second runs during that week. Melbourne, Adelaide, Brisbane, Perth and Tasmania all tell the same story with big specials and long runs in every U.T. house. Not only have Union Theatres booked these pictures, but special campaigns are being planned on each and every release to insure their success.

The business done during Prosperity Week should have a national effect on our standings in our local New Show World Contest, and our national standing in the Foreign Legion's Studio Sponsored Contest.

The latest standings in the New Show World Contest for Mr. Shauer announced to-day by Mr. Hicks show the positions practically unaltered since the last issue of "Punch". Stan Craig still holds his strong grip on the leadership of the Districts and Branches. Zone No. 2 of the Brisbane exchange, which is operated temporarily by W. Blood, is leading the salesmen, whilst that salesman's own territory holds second place.

Ron Lawn of Perth still retains his lead over the Ad. Sales field.

# LET

### TENNIS FINALS

HEAD OFFICE, MISS CARRICK AND HAROLD HIGGINS WIN CHAMPIONSHIPS.



The successful H.O. Accounts team, winners of the inter-department tennis competition.

From left to right: W. Goodhead, Miss W. Carrick, Miss Irving, and A. W. Naylor.

THE finals of the inter-office Ladies' Singles and Men's Singles championships, played on the roof court at Head Office last week, provided a host of thrills for the many spectators who lined the enclosure.

The H.O. team, Win Carrick and Arthur Naylor, defeated Grace Rankin and Harold Higgins of the Advertising and Publicity Department, 6-1, taking an early lead, and smashing through to win the championship with little difficulty.

In the Ladies' Singles, Win Carrick easily won the first set from Grace Rankin, 6-2, but was harder pressed by the latter in the second set, winning at 6-4.

The most exciting match to be played last week was that between Harold Higgins and Byron Kennedy for the Men's Singles Championship, the former winning in straight sets, 7-5, 6-1. Higgins held the lead in the first set until five-four was reached, when Kennedy brought the score to five-all. Higgins then went ahead to win the next two games and the set. In the second set, Higgins took the lead early and won easily at 6-1.

The winners of the Singles Championship were presented with cups donated by the Panther Gut Company, and the runners-up each received an open order for ten shillings in goods. Head Office, the winners of the Inter-office competition, were also presented with a cup, donated by the Paramount Club.

# EXPLOITING IN KUALA LUMPUR

N a recent letter to Mr. John E. Kennebeck, Sales Promotion Manager, Paul Verdayne, Exploitation Representative in Singapore, outlined the novel manner in which he put over "The Love Parade" for the Princess Theatre, at Kuala Lumpur.

By permission of the Kuala Lumpur Broadcasting Association, he gave a 15 minutes' talk over the air on "The Love Parade", and the newly installed Western Electric Equipment at the Princess, then sang several of the numbers from the picture. His efforts resulted in a tremendous first night crowd, necessitating holding over the film for additional screenings.

According to Verdayne, the reproduction at the Princess, with the new installation, is all that could be desired.

Western Electric says:—

"A full theatre makes a better show than an empty house".

The owner of your favorite theatre shakes hand with W.E.



# NOW IS THE TIME TO SELL MORE AD. SALES

BY JOHN E. KENNEBECK.

MO hell with depression! It's Spring!



1. E. Kennebeck

More people are busier now digging gardens, golfing, motoring, or just kicking around out of doors. They're not staying in their homes this fine weather. They're changing their socks and stirring around; so the newspapers don't get the attention they used to. The ads, are not read by as many people as during the colder months.

Which kicks me into the subject of "Outdoor Advertising". Poster advertising is the "sign of the times" these days. It's the outdoor billing that sells the tickets nowadays; people are on the go, and it is the smashing 24-sheet and the arresting six and three-sheet that "sells" them on the run.

Selling Paramount Pictures is the biggest job we do—but it is not the only job. It is not enough to sell just "film". The one-armed salesman does that. The two-handed man makes a clean sale by selling Short Features, our Paramount Sound News AND Ad. Sales.

Once again, it is Spring, and more people are outdoors. Hence, we have a stronger reason that Posters are the means that attract Public attention now. In making your next Film sale, try this suggestion: Select one of the best pictures. Sell the account on the idea of using extra 24-sheets, Couriers, the Trailer, several six or three-sheets for cut-outs, more Lobby Photos. Sell him enthusiasm in getting his people out to that one particular picture first. The success of that exploitation is certain to have its good results at the Box Office. More so than ever, IT PAYS TO ADVERTISE! Strenuous times are the test of a real Showman. Nearly any man can be a fair-weather showman, but it takes firm belief in Advertising—and Outdoor Advertising—to get the business these days. Good pictures are getting the business, but even good pictures must be exploited. SELL MORE AD. SALES.

# SPECIAL CAMPAIGNS FOR PROSPERITY WEEK BOOKINGS.

NE of the biggest exploitation and publicity campaigns ever put over in Sydney is being planned and executed for the Prosperity Week bookings. A special cabinet, comprising John E. Kennebeck, Hermann E. Flynn, Len. Peuleve and Reg Kelly (Paramount), together with Reg Pollard, Herb. Hayward, Ken Hall (Union Theatres) and Mel Lawton (Prince Edward Theatre), is conferring on each of the four big Sydney releases.

Full details of the campaign, together with photographs, will be published in next issue of "Punch". Watch for it. This will be valuable information to pass on to exhibitors in your territory.

CLARA BOW thinks that her new picture, "Her Wedding Night", will be one of the best of her career. For one thing, it is farce. For another thing, Charlie Ruggles is in it. "And", beamed Clara, with an air of saving the big reason for the last, "I wear the loveliest evening gown I've ever had."

### XMAS GREETINGS TO MR. SHAUER

### NOVEL SALES PLAN

SPECIAL EFFORT TO MAKE DECEMBER RECORD MONTH.

DECEMBER			₹		Iown	Exhibitor	
N	$\tau$	0	$\tau$	F	5		
1	2	3	4	- 5	6		
8	9	10	11	12	13		
15	16	17	18	19	20		
22	23	24	25	26	27	Have booked this town on dates i	narhed Y
29	30	31	an. 1	2	3		

Every booking made goes to help send out this Old Year with a record December month and to welcome 1931 with a record opening week.

The all for Mr. Shauer,

Wishing him a Merry Christmas, Yours truly.

Salesman



Na recent letter to branch and district managers, Mr. Hurworth, Assistant General Sales Manager, has outlined a novel scheme for extending to Mr. Shauer the Xmas greetings of the Blue Ribbon Bunch, and as an inspiration for each sale during the month of December.

W. Hurworth.

THE accompanying block illustrates the new Salesmen's Daily Report Forms, carrying the month of December in calendar, which will be used for the recording of all sales for that period. In this manner, will the Blue Ribbon Bunch wish Mr. Shauer a Merry Christmas, if possible augmenting the greetings with a new record for that month.

Mr. Hicks has dedicated the remaining half of the current year to Mr. Shauer, in appreciation of the interest he has always shown in this division, and as a means of expressing our hopes for his rapid recovery from illness. Mr. Shauer has always looked upon the "Blue Ribbon Bunch", as the bunch which is entitled to hold the blue ribbon in his Foreign Division, and that fact in itself should provide inspiration for all of us in this territory.

With a host of genuinely big productions arriving between now and the end of the year, there is every 700 Trucks of Supplies Used For Film Camp

MORE than 700 truckloads of equipment supplies and building material were transported seventy miles from Hollywood for construction of the mile-long setting being used by Paramount for "The Spoilers".

The set duplicates in faithful detail the town of Nome, Alaska, as it was thirty years ago, the time of Rex Beach's classic adventure story.

This new city of Nome was constructed on an open stretch of beach front at Point Hueneme, California, near the little farming town of Oxnard.

A company of 250 players and technicians lived in these tents and houses of Nome all during the weeks the troupe was away on location.

Gary Cooper is featured at the head of an important cast in "The Spoilers", the supporting players including Kay Johnson, Betty Compson, Harry Green, William Boyd, Slim Summerville and James Kirkwood. Edwin Carewe is directing.

possibility that December, 1930, may prove the greatest on record.

Mr. Hurworth feels that, by allowing plenty of time before the December Drive actually comes into effect it will be possible for every salesman to cover the whole of his territory, and go after all possible dates for that month. He advises everyone to start working towards that objective now, so that the Blue Ribbon Bunch's Xmas Greetings to Mr. Shauer may take tangible form in a new high record for December.

### BRANCH NEWS - - - - Where's Yours?

# DAYINGS AYDNEY.

Bill Wylie has taken up a useful avocation for the lunch hour period, that of killing all the mice about the office. Perhaps he is saving up the skins to make a rug.

We are all sorry to learn that Miss Donkin's mother is ill in hospital, and wish her a speedy recovery.

Bill McKeown has certainly become a keen golfer. He may be found any night, topping drives at the State Miniature Golf Links.

Jack Edwards, our Country Booker, will be motoring up to Newcastle for Eight Hour Week end, to fraternise with the miners. That's what he says.

Cass O'Reilly attended a police dance on Wednesday night last, and, much to our surprise, arrived in to work on Thursday morning.



We are all pleased to have Ben Kuch back again after his illness, and we take this opportunity of congratulating Joe Goodey on the splendid way in which he held the fort during Ben's illness.



Betty Compson and Gary Cooper in a romantic scene from "The Spoilers", which is reported to be one of the greatest productions ever produced by Paramount.

MURMURS From MELBOURNE

We are all pleased to learn that Mrs. Henderson is now on the road to recovery after a very serious illness.

Frank Heydon, Booking Department, is spending his holidays endeavoring to obtain his driver's license.

The Paramount Cricket Team is developing into a formidable combination. "Skipper" Bill Powis is a tower of strength in the out-field, but Jack Boulter has yet to learn which leg to put the pad on.

Bert Hagon (Salesman) now back in Melbourne, is hot on the job to "clean up" his territory. Now that he is settled in a new flat in Middle Park, we expect big results from him. HAPPENINGS in HEAD OFFICE



Many cricket stories are on the air nowadays. Fish yarns have nothing in common with them—except in tallness. Whether all we hear is true or not remains to be seen.

Cleo Andrews, of N.S.W. Accounts, is getting very popular—quite a regular flow of correspondence is being received since she became a car owner.

A certain young chap seems to be very perturbed lately—we wonder if Dirothy Dox could help him.

Congratulations, Wyn. We are all proud of you.

"Spring Hath Came". Judging by all the new and long dresses which appear in Head Office every Saturday morning.

Congratulations to Miss Carrick and Mr. Naylor for pulling off the Inter-office Tennis Tournament. Head Office Accounts now hold the Silver Cup for 12 months. We will try hard again next year.

Now Audrey Gill has a little nephew; she looks very proud. Well, Good Luck, Aunty Audrey.

What a shame Art is not really valued to its utmost. A young lady artist has been discovered in the Film Service Dept; any one desiring a portrait done, please apply to Mel Rawlins of this dept.

What an important day Wednesday is. A young man, initials J.T., looks forward to a 'phone call on this day every week. It's also important because "Punch" comes out.

### NEW TERRITORY.

WE TAKE OVER FRENCH-INDO-CHINA.



M. JOHN W. HICKS, Junr., has been advised by the head office in New York that the district of French-Indo-China has been added to the territory to be controlled from the Sydney office. Mr. J. A. Groves, general manager of Paramount's Far Eastern Department, will be in charge of this new territory.

Tom Kennard, branch manager for Paramount in Singapore, writes that a number of theatres in that district are already being wired for sound, whilst cabled advises from New York state that six talking pictures in French dialogue are now on the water, and will shortly be available for release in the new territory.

#### NEW UNIFORMS.

The girls in N.S.W. Despatch are setting a new fashion in chic work smocks. The old blue uniforms have been discarded in favor of new ones of nigger brown and beige.

### HEARTBEATS AND THROBS.

DIROTHY DOX.

Miss Dox wishes to take this opportunity to announce, once and for all, that it is impossible to send answers direct to correspondents. Although numerous requests for the private handling of love matters have been received, it is felt by this office that a more widespread good can be done by dealing with each letter in an openhanded way.

Dear Miss Dox,

Your column seems to be so helpful to those who are subject to sleepless nights, that I am appealing to you in this hour of need. I have admired brunettes all my life, but of late a change has come over me. I have, in fact, fallen for the prettiest blonde in Wellington. She works on the second floor, but is distressingly elusive. Please give me your expert advice before Dixon Street receives my broken heart and body.

Yours in an unstable mind, R.Y. (Wellington).

Dear R.Y.

My son, you were on the right track, originally, when you were attracted only by brunettes. blonde is as difficult to handle as ten brunettes, and only men with vast experience can tame one of the fair-haired variety. Your recent change in taste represents one of two things; either you consider yourself a man of experience, or you are unwittingly leading yourself trouble. The fact that you are writing me for advice discounts the former, so I must warn you to go back to brunettes until you are sure that you are clever and subtle enough to handle a blonde. During that period, you'll probably forget all about the gorgeous one, and live to be a fat, happy old man.

> Yours, DIROTHY DOX.

### DARAMOUNT ERSONALITIES

AS SEEN BY GEOVGE LAUVYENCE



Posed especially for "Punch" by Mr. James A. Sixsmith.

### PARA. WEEK.

Salesmen, Ad. Sales Managers and others, who come in contact with exhibitors, are requested to notify all contestants for the Paramount Week Exploitation Shield, that entries close on October 15th. All evidence of Paramount Week campaigns must be in the hands of Len Peuleve, Exploitation Representative, on that date. The results of the contest will be published in the next issue of the Paramount Service.

# Mews from the Struction

### FLASHES!!!

"Youth Comes Along", has been selected as the title for Charles Rogers' current musical film. It is an adaptation of the stage success, "Molinoff". Lloyd Corrigan and Norman McLeod are directing, and Frances Dee, Stuart Erwin and William Austin are in the cast.

"Social Errors", an Owen Davis' mystery faice, featuring Richard Arlen, Leon Errol and Mary Brian, has been completed. It was directed by Edwin Knopf and Cyril Gardner, and has Stuart Erwin, Charles Grapewin and George Irving in the cast,

the cast.

"Sea Legs" is the title of Jack Oakie's next comedy, which is from an original story by George Marion, Jnr. Lillian Roth plays opposite, and Eugene Pallette, Albert Conti, Harry Green and Tom

"The Right to Love", an adaptation of Susan Glaspell's novel, "Brook Evans", will be Ruth Chatterton's next dramatic film.

Richets lend sup-

port. Victor

Heerman is direct-

ing.

STUDIO technicians had a big and unusual demand made of them for George Bancroft's new picture, "Typhoon Bill". Most of it is "sea stuff", and for one important scene Director Rowland V. Lee had to have a heavy fog. Now fogs are something that can't be ordered, especially on the south Pacific in summertime. There's no suspense to this story. The problem was solved quickly and neatly. The studio "action props" crew went to the U.S. navy, found out how to lay a smoke screen, and put one down that covered ten miles of the horizon.

### FLASHES!!!

Nancy Carroll will make "Deadline", an original story by Dennison Clift, as her next all-talking dramatic film. No directorial or cast assignments have been made to date, but filming is scheduled to start shortly in Hollywood.

"The Best People", adapted from the farce by Avery Hopwood, has been completed. It features Miriam Hopkins, and Charles Starrett in the leads and Carol Lombard, Frank Morgan, Ilka Chase and Henry Wadsworth lend support. Fred Newmeyer directed.

"The Santa Fe Trail" has been chosen as the final title of Richard Arlen's latest Western, which was produced under the working title of "The Law Rides West". Fay Wray and Eugene Pallette are featured in supporting roles.

Additions to the cast of "Tom Sawyer", include Lucien Littlefield, Tully Marshall and Jackie Searl. John Cromwell is directing, with Jackie Coogan, Mitzi Green and Junior Durkin in the principal roles.

THE BEAU GESTE OF THE TALKIES.



Marlene Dietrich, the German "It" girl, makes her first Paramount appearance in "Morocco", a story of the French Foreign Legion in which Gary Cooper is starred. Also included in the cast is Adolphe Menjou.

### SELL MORE D-SALES! - it's wort

## Leaders Hold Positions Unchallenged.

### O'NEIL HEADS SALES.

HE present standings of the Ad. Sales branches in the current 24-Sheet Drive show that the leaders are holding their positions unchallenged by their opponents. Jack O'Neil of Sydney has taken the lead away from Ben Kuch of Wellington, and now heads all branches in number of sales.

First division figures show O'Neil of Sydney still ahead of H. N. Varcoe of Melbourne, having increased his plurality from 122 to 158. However, with additional theatres now screening Paramount pictures in Melbourne, the latter should shortly come up to within striking distance.

R. Lawn of Perth has made a substantial jump ahead of Adelaide, now holding first with a 33 point lead, and Kuch of Wellington continues to head Milholland of Brisbane by 71 points.

The standings of the Ad. Sales branches in the current 24-Sheet Drive to date are as follows: First Division: Sydney, 289; Melbourne, Second Division: Wellington, 267; Brisbane, 196. Division: Perth, 80; Adelaide, 47; Launceston, 25.

### SELLING STAR-HEAD MEDALLIONS.

O H. N. Varcoe of Melbourne goes the credit of turning in the biggest orders on record for star-head medallions. Last week, he sold 217 medallions to Myers Ltd., the largest emporium in Melbourne. The order was made up of 77 colored 8 x 10's, 41 black and white 8 x 10's, 65 colored 5 x 7's and 34 black and white 5 x 7's.

The above order is genuinely representative of what CAN be done with star-head medallions. The smaller orders, so easily placed by other Ad. Sales managers, give further indications of the possibilities of this item as a money-maker. They're an attractive article to sell, and the price is right. Your problem is to get some worth-while shop interested. Let's get busy and see just what can be done about it. LET'S GO!

#### SELLING AD. SALES AND HOW!!!



Ben Kuch of Wellington comes to light again in the "honor" panel with the following splendid order on "With Byrd at the South Pole" from the Crystal

Ben Kuch. Palace Theatre, Christchurch.

Six 24-sheets, three six-sheets, one three-sheet, two one-sheets, 50 Daybills, 6,000 couriers, one slide, six sets 8 x 10, five sets 11 x 14, and a sound trailer.

R. Lawn of Perth wins honorable mention for a good order on "The Benson Murder Case" from the Ambassadors Theatre, Perth.

### NEXT ISSUE OCTOBER 15th.

The next issue of "Paramount Punch" will be published on Wednesday, October 15th. The "dead line" for copy is Monday, October 13th, so let's have all branch news NOW. Let's Go!



Vol. 4.—No. 21.

SYDNEY, AUSTRALIA.

October 15th, 1930.

# We Hold Ninth Place in "Studio Sponsored Contest"

PARAMOUNT WEEK AND PROSPERITY WEEK BUSINESS SHOULD CARRY US TO HIGHER POSITION.

HE latest edition of "Paramount Around the World" to hand, shows that the Blue Ribbon Bunch stands over quota, with a percentage of 101.05. Still, we are a long way from the leaders of the "Studio Sponsored Contest", in ninth place. If we are to carry out our pledge to Mr. Shauer, we must make a very determined spurt for extra business for the remaining months of the year.

The wonderful business recorded during Paramount Week, and the recent Prosperity Week, will no doubt take our division up several points towards the front. But this will not be enough, by a long way. Spain, with a percentage of 130.65, has a big lead, and they must be overhauled at all costs.

The latest standing in the New Show World Contest for Mr. Shauer, announced to-day by Mr. Hicks, shows little alteration in the positions. Perth has displaced Brisbane, whilst Singapore moves up into fourth place above Sydney. Wellington, at the top of the branches' table, is the only one over quota, with a percentage of 101.43.

W. Blood of Brisbane is leading the salesmen, from Dick Winch and Chas, Hale, both of Sydney.

During the last two weeks, practically every one of the Ad. Sales Managers have bettered their figures. The positions in the standing, however, show little alteration.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia.

New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.-No. 21. October 15, 1930.



ME had the honour bestowed upon us, of being selected to play for Head Office in the cricket match against New South Wales on Sunday last... But, surveying the weather with sleepy eyes, on the Sabbath morn, we decided that it was too much of an effort to leave our downey couch... it's not the right thing to play cricket on the Sabbath at any rate... Arriving at the office on Monday, we found that our religious ideas were not appreciated by the rest of the team . . . still we were told that, despite the fact that H.O. fielded only ten men, they won the game ... maybe that's why they won... If they only knew it, we did the best possible service to our team by staying away . . . Len Peuleve greeted us with a severely damaged brow . . . and said he had a great game . . . to bear out this statement, he wanted to show us the rest of his war marks . . . He had been hit by every ball from an over bowled by Bill McKeown... Now Bill IS a bowler of promise... Australia should use him in the next tests... next time they pick a team, we are going to make it our business to be on Bill's side.

### MR. ZUKOR SPEAKS!

<del>---</del>000

IN my opinion, one of the chief causes of the business depression we have been experiencing for the last few months, lay in the attitude of business men toward their tasks. Caught up in the greatest period of prosperity the world has ever experienced, they felt that the country and their business had reached the ultimate in development, and, lulled into a false security, they allowed their attention and energy to be dissipated into channels outside their business.

----000----

THE present situation, which is world wide, will be cured when business men realise that they must study their problems with an eye to the future, as well as the present, and then apply themselves with all their energy and thought to the working out of their policies. Hard work—and by hard work, I mean tending strictly to our own business, with foresight and energy—will bring us out of our present difficulties. If we all buckle down to our jobs, prosperity will be back again before we realise it".

<del>----</del>000

MR. ZUKOR recently expressed these ideas in response to a New York Times inquiry of how the leaders would set about overcoming the current trade depression. Here is a statement that is not only right about the U.S.A, but Australia, too. Hard work—and strictly tending to our own business will undoubtedly help to balance our budget.

<del>----</del>000

EVERYONE of us have our bit to do to help relieve the country of the present trade depression. As Mr. Zukor says, "We must buckle down to our jobs", so, Let's Go!

Growstick &

### CUPID SPEARS ANOTHER.



Geof Ralph,
Branch Accountant
in Perth, is the latest
member of the Paramount organisation
to succumb to the
onslaughts of Dan

Cupid. This well-known Paramounteer was married to Miss D. C. McDouall of Sydney, on Thursday night, October 9th, at St. James Church, Wahroonga. The couple left Sydney for Perth on Saturday, by the s.s. "Manunda". Through the columns of "Punch", Paramounteers extend heartiest congratulations, and the best of good wishes for the future.

### S. TRAILERS SOLD BY CONTRACT.

THE new system of selling sound trailers, instituted a few weeks ago, is commencing to bear fruit. H. N. Varcoe of Melbourne has the first in with an order, having tied up with the Daylesford Theatre Daylesford, Vic. to a contract of 12 trailers. He was closely followed by M. Milholland of Brisbane and Jack O'Neil of Sydney, both with substantial orders from their respective territories.

The new sound trailer selling system was put into operation only after considerable time and thought had been spent on the schedules. It offers a fair thing to both the exhibitor and the Ad. Sales Manager. It makes it possible for you to hire-out additional trailers at a price that is in keeping with the showman's pocket-book. It supplies you with a genuine, fool-proof sales talk, and in the end a binding contract. The rest is up to you. LET'S GO!!!

# Standings Standings To Date

AS AT OCTOBER 11th, 1930.

#### DISTRICTS.

Pos	sitio	n.	Perc	entage.
		H. Craig		
		Gawler E. Henderson		

#### BRANCHES.

Position. Perc	entage.
1 S. H. Craig Wellington	101.43
2 C. Abotomey Perth	95.27
3 C. J. Shepherd . Brisbane	94.62
4 T. Kennard Singapore	89.51
5 <b>G.</b> Brookes Sydney	84.43
6 P. Board Adelaide	82.33
7 H. Kelly, Melbourne	81.66
8 S. G. Robinson Sourabaya	73.26
9 A. Olsen Batavia	72.41

#### SALESMEN.

Position. Pero	centage.
1 Zone 2 Brisbane	124.49
2 W. Blood Brisbane	105.89
3 R. G. Winch Sydney	102.65
4 C. Hale Sydney	99.48
5 L. J. Wilke Sydney	
6 H. Hill Perth	88.22
7 R. Wanklyn . Melbourne	87.91
8 A. W. Hagon, Melbourne	72.96
9 — Adelaide	67.38

#### AD. SALES.

Position.	Percentage.
1 R. Lawn	Perth 90.08
2 B. Kuch	Wellington 86.15
3 J. O'Neil	Sydney 76.12
4 M. Milholland	Brisbane 75.91
5 H. N. Varcoe,	Melbourne 65.96
6 H. Dilger	Launceston 61.21
7 E. J. Sabine .	. Adelaide 48.25

### GROVES FOR FAR EAST



I. A. Groves.

Mr. J. A. Groves, General Manager of the Far East territory, will leave for a business tour of that district on October 22nd, by the s.s. "Niew Holland". He will be accompanied throughout the journey by Mrs. Groves.

Mr. Groves will make a thorough inspection of the theatre situation in Java, Straits Settlements and newly acquired French Indo-China territories prior to returning to Sydney, early in the New Year.

### TRANSFERRED TO SYDNEY.

ES WILKE brought his chcary personality into the editorial office on Monday last, and whilst we chatted over a cigarette, half the girls in the office found some feeble excuse to interrupt us. It seems that Les is going to be popular.

The boys of the film industry of Adelaide have given him two farewells, but on each occasion, H.O. has changed it's mind. However, it's definite this time, because we have him right here with us in Sydney. He will be attached to the N.S.W. sales force.

### Stop Press: Paramount Shield Result.

HOBLER OF IPSWICH WINS SHIELD FOR SECOND TIME.

JUDGES' UNANIMOUS DECISION.

JUDGES to-day unanimously declared Victor Hobler, of the Wintergarden Theatre, Ipswich, winner of the Paramount Week Exploitation Shield for 1930. This makes the second year in succession that Hobler has won the coveted trophy.

His campaign was undoubtedly the finest and most comprehensive that has ever been submitted in the history of the contest. The judges, Messrs. Gayne Dexter ("Everyone's"), Martin Brennan ("Film Weekly"), and W. J. Howe (Sec. Motion Picture Exhibitor's Association), were loud in their praises of the excellent showmanship displayed by Hobler, who, by this fine performance, must rank as one of Australia's best showmen.

His campaign illustrates in a compelling manner, just what can be done in a small town, with the expenditure of a little ingenuity and effort. Owing to the pressure of space, we are unable to give the details of his



campaign in this issue of "Punch", but Paramounteers will read it in detail in the next issue of "Paramount Service", "Everyone's", and "The Film Weekly".

### NEW CONTRACTS.

LATEST advices from the studios, report that new long-term contracts have been signed with Charles Rogers, Clara Bow, Ruth Chatterton and Regis Toomey. Which means that those popular stars will be seen in Paramount Pictures for many moons to come.

### HEAD OFFICE BEATS N.S.W. AT CRICKET.

HEAD OFFICE defeated N.S.W. Branch by 99 runs to 66, in the first annual cricket match, played at Earl Park, Arncliffe, on Sunday last.

Bill Goodhead of Head Office, with a score of 21, comprising a six and three fours, was the best batsman. Bill McKeown of N.S.W lead the bowling, with four wickets to his credit.

Len Peuleve sustained the only casualties, being hit by every ball of one over. The match, however, supplied the spectators with plenty of thrills, and gave indications that the Paramount team, selected from this group, will prove a formidable one for any of the other exchanges. The scores were:—

#### **HEAD OFFICE:**

R. Howard, b Dieppe	10
J. Flannery, b Dieppe	14
J. Taylor, c Hale, b Matts .	15
W. Goodhead, h.o.w. b McKeown	21
W. Prescott, b McKeown	8
R. Felton, c-, b Rankin	5
L. Peuleve, c and b McKeown .	13
M. Lovett, b Matts	0
J. Tauchert, c Hale, b Matts	0
D. Horwood, b McKeown	2
Sundries	11
_	
Total	99
N.S.W.	
14.5. W .	
McKeown, run out	8
J. Ward, b Flannery	4
Matts (2), c Flannery, b Howard	1
Winch, b Flannery	0
Hale c. Howard, b Prescott	0
Brooks, c Goodhead, b Howard	1
C. Dieppe, c Howard, b Taylor.	13
Rankin, Ibw, b Goodhead	13
Palise, h.o.w b Taylor	12
Matts, b Howard	1
Sundries	14
_	
Total	66



### BRANCH NEWS - - - - Where's Yours?

### ADELALDE



Members Adelaide Branch wish to take this o f opportunity Mτ. welcoming Sabine, E. J. who recently took charge of the Ad. Sales Department. Mr. Sabine is the proud owner of a canoe, and spends

most of his spare time during the summer at the seaside. Someone mentioned the fact that he should name it "Feet First", the title of Harold Lloyd's next production, but Mr. Sabine thought it would be more appropriately called "Head First".

### DANINGS AND SALVEY

" Eddie Ralfs and Cass O'Reilly of the Despatch Department have returned to work after a siege of the 'flu.

Mrs. Vandenberg, the lady punter, has nothing on a fair member of the N.S.W. staff. If her punting success continues, she'll soon have all the bookies standing around street corners and holding tin cups.

Miss Turner of the Booking Department paid a visit the other night to the salubrious suburb of Paddington. We think it is the old army game.



A trio of smart kids who are shortly going to smash all box-office records with "Tom Sawyer"—Jackie Coogan, Mitzi Green and Junior Durkin. Give the kids a big hand.



#### ON VACATION.

Florrie Smith, of the N.S.W. Despatch Department, is spending the fortnight at Katoomba.

Jack O'Neil, N.S.W. Ad. Sales Manager, is menacing the fish at Woy Woy. He has promised almost everyone in the office a denizen of the deep, so that makes him either a great fisherman or a supreme optimist.

C. Cartledge of the N.S.W. Office, is enjoying a fortnight's respite from work at the beach.

The two weeks of sun-cure should cause him to grow a few inches.

George Hayes, Melbourne Booking Department, did not leave any information as to where he was spending his holidays, but we expect him back with his habitual sun-tan.



Miss Cassidy, Accounts Department, is at present suffering from an attack of mumps. We all wish her a speedy recovery.

The Paramount Cricket Team journey to Monte Park on Sunday last to play a match against First National, who were unable to stand up to the dynamic bowling of the Paramounteers, all being dismissed for 47 runs. Bill Norton took 5 wickets, Lou Poliness 3, H. Varcoe 2.

Paramount replied with a total score of 135, Bill Norton making 60, Harry Varcoe 23, and Bert Kelly 15 NOT OUT.

Bert Kelly's score of 15 not out was due to a lot of stone-walling, which completely tired the bowlers. He will undoubtedly be the opening batsman in future. Paramount are exceedingly proud of their victory over First National, which they assure us was not due to Claude Henderson's umpiring.

# Doings-of the Paramount Club

PARAMOUNT Club sporting activities are gaining impetus.

The interest taken in the tennis brought to light the fact that we have in Paramount House a great number of really good players. The enthusiasm with which the various contests were fought has led to the formation of the Paramount Tennis Club, and the participation of the Club in the City Houses Night Tennis Competitions. One team has been entered in the "B" Grade.

Cricketers have been provided with a really fine kit, and are now busy finding out who can, and who can't play, with a view to playing several exchanges and theatres.

The Summer Baseball season commences next Saturday, and the Paramount Club has a team in each of the First and Second Grades of the National Baseball League, The opening games will be against Waratah and Lewisham, respectively.

The last dance of the season will be held at the Palais Royal next Friday, and a big crowd is expected to be there.

### NEXT ISSUE OCTOBER 29th.

The next issue of "Paramount Punch" will be published on Wednesday, October 29th. Let's have all branch news NOW. Let's Go!

### HEARTBEATS AND THROBS.

ьу DIROTHY DOX.

The old adage: "There is no rest for the wicked" should be changed to read: "There is less than no rest for love-problem columnists.' This is not intended to infer that Miss Dox is wicked. Oh, no! But rather to convey the information that our famous journalist is "snowed under" with requests for timely advice. For this reason, we advise correspondents to send their letters by air mail in future. This will not only cost you more for stamps, but also, there is every possibility that the mail bag may be accidentally dropped over the

Dear Miss Dox,

During the few brief years that I have been going around with girls, I have tried in almost every way to acquire sex appeal. Somehow, I don't seem to be able to make the grade. I've changed my technique, mode of dress and tonsorial make-up several times, but without success. My latest and final move is parting my hair in the middle. If that doesn't work, I'll give up the struggle and resignedly look forward to a childless old age. I've heard it said that women should never trust a man who parts his hair in the middle. Do you think that my having gone to this extreme is wise, and that it will prove intriguing to the girls?

Yours in desperation,

Albert M. (Despatch Dept.)

Dear Albert M.,

You have certainly hit upon the right angle of attack in parting your hair in the middle. It is quite true that no girl trusts a man who parts his hair in the middle, but that is just the point. No woman likes a man she can trust. On the contrary, she simply adores the man



TYPHOON BILL"

Posed especially for "Punch" by Bill Blood, salesman, Queensland Exchange,

who keeps her guessing; the man who kicks her out in the street one day and makes violent, passionate love to her the next. You've got the right start, Albert, but see to it that you live up to the reputation your tonsorial make-up has created for you. Be ruthless, strong, dominant in your love-making. Try a few of "Strangler" Lewis' famous bone-breaking holds on them when things seem too quiet and peaceful. Make them love you for the he-man that you are.

Yours, DIROTHY DOX.

# Mews from the Strictios

### SNAPSHOTS!!

Clara Bow wears nine changes of advance-styled wardrobe in her new starring picture for Paramount, "Her Wedding Night".

Maurice Chevalier's new Paramount starring picture, "Playboy of Paris", is from the noted European stage comedy success, "The Little Cafe".

A fleet of nine ships has been chartered by Paramount for George Bancroft's new starring picture, "Typhoon Bill", a story of the sea,

A troupe of Arabian singers and dancers have been signed for Paramount's "Morocco", in which Gary Cooper, Marlene Dietrich and Adolphe Menjou are featured.

Junior Durkin, thirteen year old stage actor, is to carry in Paramount's "The Santa Fe Trail", just such an important boy role in a western production as Johnny Fox had in "The Covered Wagon".

CALL sheets for Ruth Chatterton's next starring picture, "The Right to Love", will list: Miss Chatterton A, Miss Chatterton B, and Miss Chatterton C, although A, B and C will be one and the same. Miss Chatterton A will be a girl of 18: as B she will appear on the set as a woman of 40, and as C she will be her own grandmother. In many of the scenes she will be talking to herself. It all seems very confusing, but undoubtedly will turn out nicely. for Richard Wallace is to direct.

### **SNAPSHOTS!!**

For the first time on the talking screen, Indians play an important part in "The Santa Fe Trail", Paramount's filmisation of "Spanish Acres". More than 100 Indians are used with Chiefs Yowlache, Blue Cloud and Standing Bear in Redskin roles.

Charlie Ruggles, screen comedy favorite, is featured in the cast of Clara Bow's new starring picture for Paramount, "Her Wedding Night".

Frances

Dee, Hollywood's newest "Cinder-ella Girl", has the leading role opposite Maurice Chevalier in his new starring picture for Paramount, "Playboy of Paris". A month ago, Miss Dee was an extragirl.

Richard Arlen portrays an all-American football star, who gets a job at a health farm, in Paramount's "Social Errors".

Maurice Chevalier is holidaying in Paris.



Johnny Fox had Groucho Marx proposes in a scene from "Animal Crackers", which is in "The Covered due shortly for release. New York describes this picture as having more Wagon".

### SELL MORE D-SALES! it's worth RUN - it's worth AD

### Leaders Continue to Forge Ahead.

### O'NEIL STILL HEADS SALES.

WENTY-FOUR Sheet Drive figures for the week ending October 4th show that each leading branch has widened the gap between it and its competitor. Jack O'Neil of Sydney continues to hold the lead for number of sales from Ben Kuch of Wellington, but the latter has again creeped up to within striking distance.

In the first division, O'Neil of Sydney has jumped his lead over Varcoe of Melbourne from 158 to 172. The latter should shortly be increasing his sales in that territory, at which time he will be enabled to provide his opponent with some good competition.

In second division, Kuch of Wellington has similarly increased his plurality over M. Milholland of Brisbane. At the time of the last issue of "Punch", Kuch had a lead of 71, which he now has stretched io 92.

R. Lawn of Perth continues to hold first place undisputed in the third division from Sabine of Adelaide and H. Dilger of Launceston.

The present standings of the Ad. Sales branches in the current 24-Sheet drive are as follows: First Division: Sydney, 310; Melbourne, Second Division: Wellington, 298; Brisbane, 206. Third Division: Perth, 103; Adelaide, 56; Launceston, 28.

### BIG PROSPERITY WEEK BUSINESS

DROSPERITY WEEK, October 4th to 11th, marked the most successful period for the Ad. Sales Department since the week ending August 2nd. Sydney and Brisbane went over their individual quotas, and Melbourne and Perth were each within a few pounds of doing likewise.

The splendid success of Prosperity Week is ample proof of just what can be done with a little concerted effort on the part of everyone in the organisation. Presperity Week will probably not come again for another twelve months, but there is no reason why that period can't be emulated in future weeks.

#### SELLING AD. SALES . . . AND HOW!!!

H. Dilger of Launceston. breaks into the "honor" panel, with the following splendid order on "Shadow of the Law", from the Strand Theatre, Hobart:-

Two 24-sheets, one six-sheet. four three-sheets, six one-sheets, 200 Daybills, two sets 11 x 14. one slide, 2,000 Couriers, and a sound trailer.

### BACK AGAIN.

LEN IONES RETURNS AFTER ILLNESS.

EN IONES, chief of the Head Office Ad. Sales Department, is back again at his desk, after two weeks of illness, suffering with an attack of chicken-pox.

Jim Flannery held the reins during Len's absence, and most ably too, thank you.



Vol. 4.—No. 22.

SYDNEY, AUSTRALIA.

October 29th, 1930.

### LET'S GO FOR NEXT EIGHT WEEKS

MR. HICKS ANNOUNCES SOME EARLY FORTHCOMING RELEASES OF RARE CALIBRE.



I. W. Hicks.

ITH only eight more weeks to go to finish our New Show World Contest in triumph against the better standings of France, Mexico, Argentina and Italy, our Production Department in the Studios is delivering us a barrage of rare and magnificent entertainment. Mr. Hicks announces these early forthcoming releases that will help every branch take leaps toward Quota: "WITH BYRD AT THE SOUTH POLE", "MONTE CARLO", "THE SPOILERS" "ANIMAL CRACKERS", "MANSLAUGHTER", "THE SEA GOD", "THE SANTE FE TRAIL" and HAROLD LLOYD in "FEET FIRST".

Better public attendances to good pictures are being noted gener-This is reflected in the increased demand for the Paramount ally. Greater New Show World product. Meanwhile, our spirited Contest in honor of Mr. Shauer is hitting along in splendid fashion to sneak up on first place in the world-wide "Studio Sponsored Contest".

Little change is noted in the standings of the Districts, Branches, and Salesmen from the last positions noted two weeks ago. Craig still holds top place among the three districts, with a percentage of 99.57. Gawler and Henderson are second and third respectively. Among the branches, Wellington is first, Abotomey of Perth second, and Shepherd of Brisbane third.

Among the salesmen, Bill Blood in Queensland tops the list with a percentage of 104.67, Winch and Wilke in New South Wales are second and third respectively.

Ad. Sales Managers have a tough row ahead of them to hit Quota before the end of the Contest. Lawn of Perth is first with a percentage of 89.56. Kuch of Wellington is second with 81.05, and Milholland of Brisbane third with 76.11 per cent.

Again, Our Chief says, "LET'S GO!"





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.-No. 22. October 29, 1930.



WHAT'S it all about?... Well, to tell the truth, that's what we would like to know ourselves . . . In these stirring times, the answer to the above question will tie the best of statisticians in a knot ... and as for simple folk like ourselves, well, we can't even come back with a wise-. However, through painful experience, we've learned enough to realise that, regardless of noises to the contrary, one must either keep abreast of the times, or stand to one side and let progress make faces at you as it goes by.. We tried to stand in the way of progress the other day, and the names the taxi-driver called us wouldn't bear repeating .. not even at a party, with lights turned low to hide our blushes . O. Henry once said that life was made up of smiles and sniffles; mostly sniffles . . . The point to remember is, however, that sniffles have gone out of style . . . along with short skirts and good politicians... The world wants smilers, these days, and not snifflers, for the latter are a glut on the market and a darned nuisance, besides . Does all this rambling make sense? . . . If not, what's it all about?...

### NOW'S THE TIME...

TO-DAY—right now—is the test of the showman.

ANYONE can be a "fair weather" theatre manager when things are running smoothly. It's when times have changed and the public go shopping for their entertainment that the grit and the ability of the real showman comes to the front. The fellow who works along the lines of least resistance, who moves only when the sun is out, is the one who will have to "take it on the chin" when times are hard.

THOSE who call themselves showmen have no claim to the name if they lie down on the job these days. If advertising and showmanship were ever worth while, they are needed more sorely than ever to-day. It is an every-day FACT that the good pictures are getting big money at the Box Office, but even the best shows must be exploited through every avenue of showmanship.

THE very essence of showmanship is to get the people to the Box Office and into the theatre. The first requisite is "good pictures", and Paramount pictures are good pictures. The public want their entertainment these days with greater anxiety than ever. They want to see Paramount Pictures to forget that "mental depression" feeling.

TO-DAY—right now—is the time to sell more Paramount Pictures. The exhibitors need them. To-day is the time to sell more Ad. Sales. It is the time to shout "To hell with the past; look ahead and go after the business."

HERE are just a few of the bigger and better shows that will gross big business anywhere; "LET'S GO NATIVE", "MANSLAUGHTER", "WITH BYRD AT THE SOUTH POLE", "THE BIG POND", "GRUMPY". "QUEEN HIGH", and keep your shirts on for "MONTE CARLO".

Growstek &

### LASKY PREDICTS PROSPERITY ERA

PRODUCTION STAFF RE-ALIGNED.



In a recent statement to the trade in America, Mr. Iesse L. Lasky, expressed gratification over the improve ment of general conditions in every industry,

lesse L. Lasky. and predicted that an era of genuine prosperity is

rapidly approaching.

"The reception being accorded such pictures as 'Monte Carlo', 'The Spoilers' and 'Animal Crackers', all of which are shattering boxoffice records in leading cities, indicates that conditions are improving. and that the public wants the modern-brand of productions that Paramount is making", he said. "With this fact definitely established through increased theatre receipts, I am confident that we are entering a new period of entertainment prosperity"

In line with this belief, Mr. Lasky announced further plans for increasing production activity at the New York studios. Ernst Lubitsch has been appointed supervising director of the Eastern plant, and Hector Turnbull, associate producer at the Hollywood studios, will be transferred to New York, to take charge of new films for Clara Bow, Ruth Chatterton and Clau-

dette Colbert.

"The moving of important star and directorial personalities to the eastern plant, will give the Hollywood studios an opportunity to concentrate on the making of a greater number of outstanding special productions", Mr. Lasky explained.



FOR MR. SHAUER.

**AS AT OCTOBER 25, 1930.** 

#### DISTRICTS.

Position.	Percentage.	
1 S. H. Craig 2 F. Gawler 3 C. E. Henderson	86.07	

#### BRANCHES.

Position. Perce	Percentage.	
1 S. H. Craig Wellington	99.57	
2 C. Abotomey Perth	94.55	
3 C. I. Shepherd . Brisbane	93.64	
4 G. Brookes Sydney	83.57	
5 H. Kelly Melbourne	82.02	
6 P. Board Adelaide	81.96	

#### SALESMEN.

Position.	Perc	entage.
1 W. Blood	Brisbane	104.57
2 R. G. Winch	. Sydney	102.77
3 L. B. Wilke	. Sydney	100.70
4 C. Hale		
5 H. Hill		88.47
6 R. Wanklyn N	Melbourne	86.95
7 A. W. Hagon . N	Melbourne	72.35

#### AD. SALES.

Position.		Perce	Percentage.	
1	R. Lawn	. Perth	89.56	
• 2	B. Kuch We	ellington	81.05	
3	J. Milholland	Brisbane	76.11	
4	I. O'Neil	Sydney	75.28	
5	H. N. Varcoe . Me	elbourne	66.83	
6	Lau	inceston	61.85	
7	E I Sabina	A dalaida	47.01	

### BILL HAGON TO MELB. OFFICE.

SOUND PROJECTIONIST.



Bill Hagon, formerly assistant to Projectionist William Peck, at H.O., has been transferred to the Melbourne office. where he will take

complete charge of the newly wired Little Paramount Theatre. He assumed his new duties on Mon-

day last.

In addition to being a projectionist of the highest order, Bill has always been one of the most popular boys at H.O. Our loss will undoubtedly be Melbourne's gain, and everyone in the Sydney office extend to Bill the best wishes for his success in his new post.

### CENTRAL JAVA GOES TALKIE.

Alhambra Theatre. Djokja, Central Java, one of the most modern theatres in the Far East, opened as a talkie house on September 10th, featuring "Innocents of Paris" as the initial sound Western Electric has attraction. been installed, and reports state that the reproduction was all that could be desired.

The opening was somewhat of a gala event in Central Java, the Alhambra being the first theatre in that district to be wired. Among the distinguished first-night patrons were the Governor of the province, the Military Commandant, and

several native princes.

Mr. Lim, manager of the Alhambra, has just signed a big contract with Paramount, whereby his theatre will screen Paramount's entire output of all-talking productions for the current 1930-31 season.

### "With Byrd at the South Pole" Scores at Prince Edward

### SPLENDID AUDIENCE REACTION.



The gala Australian premiere of "With Byrd at the South Pole", at the Prince Edward Theatre, Sydney, on Friday evening, October 24th, marked what is perhaps the most enthusiastic reception ever accorded a motion picture in this ccuntry. Caught under the magic spell of this truly great production, the audience's reaction was marvellous, giving vent to thunderous applause following Admiral Byrd's opening address, and at the conclusion of the picture.

"With Byrd at the South Pole", filmed by Paramount News cameramen, Joseph Rucker and Willard Vander Veer, Willard Vander Veer, represents an authentic visual record of the hardships and dangers to which the explorers were subjected before their objective, the flight over the South Pole, was realised. Produced, however, with an expert eye to entertainment

values, and interspersed with many intimate touches, the picture becomes more than a celluloid document. In its finished state, "With Byrd at the South Pole" is a film of infinite interest to every type of motion picture audience.

#### PRODUCTION STARTS ON YEAR'S **BIGGEST** SPECIAL.

ITH nearly five hundred actors and technicians on a thirtyday location trip to film spectacular scenes in the high Sierra Mountains for "Fighting Caravans", Paramount has started work on its largest and most ambitious production since the introduction of talking pictures.

Among those making the trip are Gary Cooper and Lily Damita, who play the leads in the picture, Ernest Torrence, Tully Marshall, Eugene Pallette, Clifford Dempsey, Alma Tell and Blanche Frederici.

"Fighting Caravans", which is an adaptation of Zane Grey's latest novel, is to be produced on the same elaborate scale which made an outstanding early western epic of Emerson Hough's "The Covered Wagon". The story will relate the events which transpired after "The Covered Wagon", with Torrence and Marshall playing the same characterisations they created with success in the picturisation of the Hough story. The action takes place in 1863, fifteen years after "The Covered Wagon" began.

#### MR. ZUKOR SPEAKS.

FOR many years now, as the age of the motion picture business is reckoned, Adolph Zukor has been the head of the far-flung Paramount-Publix corporation. Its bold slogan about "the best picture in town" occupies a position comparable to that of Tiffany in the goldsmith's trade; to Standard in the oil business.

Modest, unassuming, almost apologetic in his relations with others, Adolph Zukor seldom talks. When he does, people listen. His opinions count. He, in a manner of speaking, is the economic prophet of the films A few days ago, he had this to say:-

"Business never has been as bad as some have tried to make it seem —the only thing bad about it, is the frame of mind of the people. The abnormal period during which business went on a literal rampage, was worse... it is far better to enjoy normalcy... the nation's business is picking up wonderfully... I see everything right for the future... I am speaking of business in gen-

### J. PUNCH

-A TRIER.

S INCE the inception of the Paramount Week Exploitation Shield contest, six years ago, J. Punch, manager of the Princess Theatre, Fremantle, has won a place each year, either first, second, or third. He is very proud of this achievement, and we of Paramount, are proud to think that our efforts have been worthy of such enthusiasm on the part of this and other exhibitors.

# ALL WAYS and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

### DAYINGS AYINGS

Miss Donkin has returned from her holidays looking very tanned and well, after splashing about in the surf.

Miss Flo Thurston has now taken up aviation as well as rowing, and has chosen Sunday as her flying day. The new sport is, at least, a bit drier.

We are all sorry to learn that Miss Nell Bennett is suffering from a nervous breakdown, and we hope to have her back with us soon.

This office received its biggest surprise the other day, when it was discovered that one of its members has political leanings of a slightly scarlet nature. He has been nicknamed Jock.

Cass O'Reilly has at last triumphed over Toby. "Toby, by the way, is the Triumph car her boy friend is teaching her to drive, amid much clashing of gears and harsh words.

### PERTH PARS

Mr. Ralph will be welcomed back on Wednesday, to resume his duties in the Accounts Department, which, during his absence, has been capably handled by Miss Burlinson.

Mr. Hill came back from Kalgoorlie to-day, with his case full of sound contracts. Depression? NO!



Walter Huston makes a striking Cossack general in "The Virtuous Sin", in which he is featured with Kay Francis and Kenneth MacKenna.

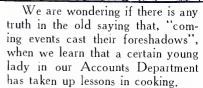


#### ON VACATION.

Reg. Kelly, Publicity Manager, is vacationing near home this year, surfing and golfing between showers.

George Lawrence of the Art Department, is also enjoying a brief respite. He's at Lake Macquarie, we believe.

### MURMURS From MELBOURNE



The Melbourne Paramounteers all enjoyed a very pleasant evening at the first screening in their theatrette. A weekly event, which will be much looked-forward to in the future.

### HAPPENINGS in HEAD OFFICE

Paramount won their first match in the City Houses Night Tennis

Competition—Paramount first once again.

One young lady in Head Office feels very lonely this last week or so, her shadow is away on holidays.

Cheer up May, it's not for good.

Two young ladies in head office have designs on a very popular young man on the top floor; it will be interesting to know who wins, and who goes to the Gap.

Fancy work seems to be popular amongst the girls lately; is it early Xmas presents, or just for the hope chest?

Please to see Bee Knowles and Mel Rawlins back in their places again. We hope they have both recovered from their illness. Sorry the office is quiet no longer.

A certain young man on the top floor has a liking for pets, the latest is a horse fly. Maybe this horse is a certainty for the next big race meeting.

# Doings-of-the Paramount Club

P ARAMOUNT Club members are reminded of subs. That's not a nice way to start news, but then it's a necessary evil.

The Tennis Club got away to a flying start during the week, when they gained their first victory in the City Houses Competition, defeating International Harvester by 7 sets to 2. Next week they are having a cut at the Department of Child Endowment.

The Baseball Club drew with Waratah, 2 all, last week, also the first game of the season. The game was exciting, Waratah scrambling two men home in the last innings, averting defeat.

Dancing season is over, and the surfing season is having a set back at the expense of old man weather, but the Committee is planning several outings for when old Jup Pluv, and other of his minions, let up.

Club members are asked to make a trip to Hollywood in the afternoon of November 9th. This Sunday afternoon can be pleasantly spent at this pleasure ground on the George's River. In addition, the Paramount Baseball Club play Russell Lea there at 2.30 p.m. Come along and give them a hand.

### HEART BEATS AND THROBS.

By  $DIROTHY\ DOX.$ 

Now that Spring—when a young man's fancy turns lightly to thoughts of love—is here. Miss Dox has seen fit to enlarge her staff of assistants in preparation for the forthcoming rush. Through these columns she wishes to introduce Snowball, the black boy who licks the stamps, and Leadfeet, the new office boy. She wishes further to inform correspondents that she is an advisor on love matters, not a magician.

Dear Miss Dox,

Since my earliest association with girls, I have never been attracted to any particular one more than the others. I've liked them all, and loved none of them. Broken hearts meant nothing to me, because I had never, during all those happy, carefree years, known that such things can be painful. Now, however, I am up against a totally different proposition. At last I am in love, and she's the prettiest little curlyheaded brunette at H.O. But that's not all. I will shortly be transferred to another exchange, and will have to leave her behind. She says that she'll wait for me, but I'm sick with worry, and afraid I'll lose her during our separation. This is all a very new experience to me, so please give me your advice as soon as possible, and help restore my piece of mind.

Yours in perturbation,

Bill H. (Operator).

Dear Bill H.

Your problem is indeed a serious one. Many of the best of lovers have lost their sweethearts through going away too far, and staying away too long. The old adage:

### DARAMOUNT ERSONALITIES

AS SEEN BY
GEOVGE LAUVYENCE



Posed especially for "Punch", by Roger Logan, Head Office Accountant.

"Absence makes the heart grow fonder, for somebody else", is perhaps the truest one ever made. However, the girl who loves a man truly never forgets. Such a girl will wait forever, if necessary. Cheer up, and bear this in mind: If she forgets about you during your absence, you will have the satisfaction of knowing that she didn't love you in the first place, and that you are well rid of her. If she does wait, well figure it out for yourself.

Yours, DIROTHY DOX.

# Mews from the Structical

#### FLASHES!!!

Filming has started on "Fighting Caravans", the talking screen version of Zane Grey's latest novel, which Paramount announces as its biggest special since the advent of sound. Gary Cooper, Lily Damita, Ernest Torrence and Tully Marshall have the leading characterisations.

Irving Pichel, star of innumerable plays on the stage, will make his screen debut in support of Ruth Chatterton in "The Right to Love", her current all-talking film. He joins a notable cast, headed by Paul Lukas and David Manners.

"Pampered Youth" has been selected to replace "The Best

People' as the title of the recently completed picture in which Miriam Hopkins and Charles Starrett play the leads. It is an adaptation of Avery Hopwood's popular stage farce, and includes Carol Lombard and Frank Morgan in the cast.

Paramou n t's juvenile talkie, "Tom Sawyer", with Jackie Coogan, Mitzi Green and Junior Durkin in the leading roles, has been completed.

NOT to be outdone by movie players, Hollywood's directors, too, have their little peculiarities. Frank Tuttle, now directing Clara Bow in "Her Wedding Night", wears thi same old and frayed necktie on the first day of every new picture. It is the tie he wore when he first started in the business. Josef von Sternberg, who has just completed 'Morocco'', with Gary Cooper and Marlene Dietrich, always carries a heavy cane on the set; never when he is not working. He gets nervous unless he has something in his hands, Ernst Lubitsch, director of "Monte Carlo", never sits, but paces back and forth behind the cameras like a man in a cage.

#### FLASHES!!!

Harold Lloyd has just finished production work on "Feet First", his second talkie-comedy. It was filmed mainly aboard the Matson liner "Malolo", during a voyage to Hawaii. Barbara Kent again appears opposite the star, and Robert McWade, Lillianne Leighton and Henry Hall also have featured roles.

"Only Saps Work", is the title of Jack Oakie's next talkie-comedy, which will shortly go into production in Hollywood. The story, by Percy Heath and Herman Mankiewicz, deals with a small town youth who attempts to capture a gang of tough gunmen. Edward Sutherland is to direct.

Stretching out a dozen shipmates in a horizontal position is just "before breakfast" exercise for Jack Oakie and Eugene Pallette, who, in "Sea Legs", portray two of the toughest salts in the Sainte Cassette Navy. Lillian Roth has the feminine lead.

Charles Rogers has completed " Along Came Youth", his latest musical film. which is adapted from Maurice Bedell's "Molinoff". In this he is supported by Frances Dee. Stuart Erwin. William Austin. Leo White. Evelvn Hall. It was filmed under the co-direction of Llovd Corrigan and Norman Mc-Leod.



### O'Neil Jumps Ahead of Field

### ADELAIDE IMPROVES.

ITH a remarkably fine spurt during the past fortnight, Jack O'Neil of Sydney has placed himself in undisputed first place over Ben Kuch of Wellington, in the total number of sales. Figures for the week ending October 18th, show that divisional standings remain as before, with Sabine of Adelaide being the only contestant to improve his position.

In the first division, O'Neil of Sydney continues to forge ahead of H. N. Varcoe of Melbourne, having stretched his lead from 172 to 248 points. However, the latter had made a number of 24-sheet sales, which have not as yet been received at this office. The next issue of

"Punch" should see his position bettered.

Kuch of Wellington has similarly pulled away from M. Milholland of Brisbane in the second division, now heading the latter by 98 sales,

In the third division, E. J. Sabine of Adelaide, has cut down the lead of R. Lawn, Perth, from 47 to 31 points. H. Dilger of Launceston is still far in the rear,

The standings of the Ad Sales branches in the 24-sheet drive as at October 18th, are as follows: First Division: Sydney, 419, Melbourne, 171. Second Division: Wellington, 321; Brisbane, 223. Third Division: Perth, 111; Adelaide, 70; Launceston, 33.

### LOBBY STANDS.

OTICE has just been received of the sale, by Mr. C. Henderson, District Manager in Melbourne, of twenty gilded Lobby Stands to Hoyts Theatres. This sale, while netting a substantial profit from the stands, merely marks the beginning of the tremendous amount of revenue to be received as a result of it in the future. Each stand represents the hire of approximately 60 sets of 11 x 14 photos, and 22 x 28 cards during the year. When the revenue to be derived from all of these stands is computed, the result is staggering.

With a 24-sheet drive under way, and particular stress being placed upon the sale of Star-head medallions, the Lobby Stands are apt to be neglected. But, remember, they're real money-getters. Get busy and go after every exhibitor who hasn't one. LET'S GO!

### SELLING AD SALES . . . . . AND HOW.

H. N. Varcoe of Mel-bourne, comes to light in the "honor" panel, with the



big g e s t H. N. Varcoe order of 24-sheets that has yet been brought to our notice. To the Hoyt's circuit of Melbourne suburban theatres, he sold the following:—

Twenty-five 24-sheets for "The Vagabond King"; 35 24-sheets for "The Big Pond"; 35 24-sheets for "Grumpy"; 30 24-sheets for "Anybody's War"; and 42 24-sheets for six miscellaneous features.

As a result of the above sale, Varcoe has increased his order of 24-sheet posters from eight on ordinary features, to 35, and from ten on specials to 45. Good work.—B.W.

### NEXT ISSUE, NOVEMBER 12th.

The next issue of "Paramount Punch" will be published on Wednesday, November 12th. The "deadline" for copy is Monday, November 10th, so let's have all branch news NOW. Let's Go!



Vol. 4.—No. 23.

SYDNEY, AUSTRALIA.

November 12th, 1930.

### NEARING THE HOME STRETCH

Six Weeks To Go. New Quotas Place Us Near Leaders in Studio Sponsored Contest.

NLY six more weeks to go before the unish of the New Show World Contest for Mr. Shauer, and the Foreign Legion Studio Sponsored Contest. Mr. Hicks is looking to those six weeks to bring in the extra business that will place the Blue Ribbon Bunch on top.

Latest advices from the Home Office show that quotas have been revised which places our division in fifth place, and only 10 per cent. behind the leaders. In the last issue of "Punch", Mr. Hicks announced a line-up of long-runs and specials that will be available before the end of the year, and with such a barrage of hits, branches should take leaps toward quota and incidentally better the position of the division in the Foreign Legion contest.

The standings announced to-day in our own New Show World Contest for Mr. Shauer show the positions practically unaltered. Despite the fact that business in New Zealand has been practically at a standstill for some weeks, Stan Craig still holds his lead over Gawler and Henderson. Wellington, too, leads the branches from Perth and Brisbane, with Singapore in fourth place.

Bill Blood, in Northern Queensland, is hanging on to his top position among the salesmen like a bulldog, but Winch and Wilke of Sydney are gradually reducing his lead. Ron Lawn, of Perth, is still showing the way to the Ad. Sales Managers.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia.

New Zealand and the Far East.

Contents Strictly Confidential.
Reg. Kelly .... Editor

Vol. 4.-No. 23. November 12, 1930.



THE Paramount Cricket team is to play a match next Sunday against the Sans Souci Ladies ... s'fact. And Rambler will take a shade of odds that our boys will not have it all their own way . . . Who ever heard of a woman letting a man have his own way . . . These girls have a tough reputation . . . cricket reputation we mean, of course . . . and they have beaten better sides than the one Paramount can field . . . It only stands to reason . . . Who is going to knock sixers off a pretty bowler . . . you'd have no chance of getting her telephone number . . . Roy Howard tells me he had little difficulty in getting a team . . . in fact, all the gay young cavaliers will be there . . . Bertie Matts has purchased a new pair of "creams" for the occasion . . . Whilst Jack Palise is assiduously trying to sell his girl the idea that it would be foolish of her to come along . . . "cricket is so uninteresting," he says . . . We hope to give our readers a full account of the match in the next issue of "Punch" . . . but . . . of course . . . that depends entirely on the wife . . .

### POOR SHOWMANSHIP

---000

CERTAIN critics have stated recently that the present slump in the business is due mainly to poor pictures. This charge is but a smoke screen.

A careful analysis of the 1930 product released by various distributing companies, together with an examination of the theatre business in general indicates clearly that the temporary slump in the business was due not to "poor pictures" but to poor showmanship, coupled with general economic disturbances.

The smoke screen of charging poor theatre attendances on to "poor pictures" is not thick enough to hide the fact that the real reason is poor showmanship. Changing times call for new showmanship and perhaps definite changes in theatre policies. Good pictures have been here right along. Better product is evident right to-day and still newer and more surprising entertainment is in the offing from all sources, and it is not necessary to wait until the 1931 product comes along to start telling the public about it.

The buying-power of the public is curtailed and this, together with the current business depression, is bound to reflect partially at the box-office of even the best shows. Considering the times, if the pictures now generally being released are backed by good showmanship, they will continue to do business. I hesitate to go into detail as to what I mean by "better showmanship" for the story would be a long one.

The year 1930 on the whole has seen the best line-up of product in quality, new entertainment, new names, better recordings and story value than ever before.

Joursteho K

### THE BYRD FILM IN SINGAPORE.



In a recent letter to John Ken n e b e c k, Sales Promotion Manager, Paul Verdayne, Exploiteer in Singapore, stated that, "With Byrd at the South Pole" went over with a

Paul Verdayne, bang in that territory. He received permission from the educational authorities to address the pupils at all the schools, and the result was a packed house at the following Wednesday matinee.

He further remarked that "The Vagabond King" had safely passed the local censors and that, in his opinion, it would shatter the high records set by "The Love Parade".

Sound films have apparently taken well in that territory, with Bangkok in Siam being the latest locality to arrange for the installation of equipment.

### FRANK THOMPSON TO AUCKLAND.

ONGRATULATIONS are extended to Frank Thompson, salesman, attached to the Wellington Branch, who has been appointed in charge of Paramount's Auckland office.

Frank has made significant progress in the organisation, joining the firm as Ad. Sales Manager in the Auckland Branch, and later being promoted to booker and later salesman in that territory. He was then transferred to the Wellington Branch, where his consistently good work has resulted in the new promotion.



AS AT NOVEMBER 8th, 1930,

#### DISTRICTS.

Pos	itio	on. Perc	centage.
2	F.	H. Craig	84.60

#### BRANCHES.

Position. Perce	entage.
1 S. H. Craig Wellington	97.76
<sup>2</sup> C. Abotomey Perth	93.61
3 C. J. Shepherd Brisbane	92.59
4 T. Kennard Singapore	89.62
<sup>5</sup> H. Kelly Melbourne	82.09
6 G. Brookes Sydney	81.97
7 P. Board Adelaide	79.83
8 A. Olsen Batavia	75.12
9 S. G. Robinson, Sourabaya	70.46

#### SALESMEN.

Position. Per	centage.
1 W. Blood Brisbane	104.18
2 R. G. Winch Sydney	102.31
3 L. B. Wilke Sydney	101,40
4 C. Hale Sydney	95.70
5 H. Hill Perth	
6 R. Wanklyn Melbourne	87.40
7 A. W. Hagon . Melbourne	71.09

#### AD. SALES.

05	itio	n. Perc	entage.
1	R.	Lawn Perth	88.55
2	В.	Kuch Wellington	81.51
3	H.	Quincey Brisbane	75.77
4	J.	O'Neil Sydney	75.59
5	H.	N. Varcoe, Melbourne	68.33
6		Launceston	60.14
7	E.	I. Sabine . Adelaide	45 85

### "BILL" CLARK FOR U.S.A.

SAILS NOVEMBER 25th PER S.S. "MALOLO".



HEN the millionaire tourist ship, s.s. "Malolo", sails for 'Frisco on November 25th, she will take away with her, "Bill" Clark, the Noo Jersey boy who made good in the Antipodes. Bill hopes to hit the home town round about Noo Year's Eve when the whole town will be making whoopee. Mayor Jimmy Walker has cabled that he will be at the station with the rest of the Clark relatives, whilst Brother John is already looking to the killing of the family fatted calf.

Yes sir, Bill is coming back. After he has given the once over to little old Noo Yoik and the Hollywood stoodios, he will return to Sydney early in March.

"Punch", together with the boys and girls of the Blue Ribbon Bunch, wish this popular executive all the best of good trips.

### Paramount Pictures Stampede Sydney

BRILLIANT OPENING FOR "MONTE CARLO" AND "THE BETTER WIFE".

PARAMOUNT'S outstanding productions, "Monte Carlo" and "The Better Wife", which were simultaneously released in Sydney on Friday last, swept the field to new seasonal box-office records in face of strong opposition from other attractions.

Both the Capitol Theatre, where "The Better Wife" was released, and the Prince Edward Theatre, at which "Monte Carlo" is the current long run attraction, reported the most sensationally successful openings to be recorded in many months.

Unique, indeed, is the occasion on which two productions of the same company are released simultaneously and in opposition to each other, and yet scoop the field and create box-office records for the respective theatres at which they are featured. Paramount's "Monte Carlo" and "The Better Wife" have done just that. Furthermore, these pictures are continuing to main-

### NEXT ISSUE, NOVEMBER 26th.

The next issue of "Paramount Punch" will be published on Wednesday, November 26th. Let's have all branch news NOW! tain the draw that marked the opening night. What greater tribute can be paid Paramount quality, ingenuity, showmanship, and the Paramount trademark?

### What You'll Remember on Meeting Them.

ERE are some things you will remember after meeting these film stars: Clara Bow's wink. Nancy Carroll's smile. Ruth Chatterton's poise. William well-tailored Powell's clothes. George Bancroft's sunburn. Mary B:ian's long eyelashes. Charles Rogers' dog, Baron. Maurice Chevalier's walk. Gay Cooper's height. Clive Brook's profile. Claudette Colbert's black eyes. Kay Francis' olive skin. Stuart Erwin's drawl. Harry Green's glasses. Jeanette MacDonald's teeth. Stanley Smith's shyness. Regis Toomey's curly hair. Jack Oakie's sweat shirt.

### HECTOR SMITH'S BONNY TWINS.

REAT excitement at Wellington Office—Hector Smith is the proud father of twin girls! The following inspiration aptly describes the great event:—

Why is "Hec" so happy And feeling in a whirl? The Stork has visited his home, With two bouncing baby girls.

And Oh! they are the sweetest things, No wonder he is glad, And we know how proud and pleased he'll be When first they call him "DAD".

A splendid father "Hec" will make, For he's a decent chap, And now the Smithy residence Is really "ON THE MAP".

---V.B.

Editor's note: We are sorry "V.B." that we had to "Cut" two verses, but "Punch" is a very small paper.

#### OUR SYMPATHY.

The deepest sympathy of members of the Blue Ribbon Bunch is extended to Miss Mary Lodge, Senior Film Repairer at the Wellington Branch, in the loss of her mother, whose death occurred recently.

# and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

### DAYINGS AYINGS

We wish to welcome Roy Lyons, who has joined the Despatch Department.

Mick Burke, formerly of the Despatch Dept., has been transferred to the H.O. Ad Sales Department.

Walter Prescott, formerly of the Ad. Sales Stock Department, was presented with a leather travelling case on Wednesday last, when he said his adieux. Walter sailed for England on Saturday last.

Melba Beckinsale is back from holidays at Kiama. We understand that fish are not the only attractions there.



Jack Oakie and his famous "dental grin". Jack appears as a French gob in "Sea Legs". Eugene Pallette and Lillian Roth are included in the cast.

### Whispers from Wellington

Otto Doepel has a flare for adventure. He went up to Carterton, recently, and with a party of intrepid explorers, set out to investigate some new caves in the vicinity. Well-clad in gun-boots, they entered a cave, the roof of which sloped down to leave but a three-foot entrance, and had a great time paddling around inside. Suddenly, they noticed that the water in the entrance had risen to about eighteen inches from the ceiling! couldn't turn back, so it was a case of 'do or die'. Pluckily they swam through the narrow passage for some few yards. Holy smoke! weren't they relieved to draw breath at the other end. We wonder if Otto dreamt about great walls closing around him, and a force drawing him under the freezing subterranean waters.

### HAPPENINGS in HEAD OFFICE

We have some budding tennis champions in Paramount, judging by the results of the first three matches of the season.

We were fort nate to have a portable radio loaned to us on Cup Day, many thanks to Miss Kench.

Miss Kench's sister Dorothy, whom many of us know, is very ill, and we all wish her a speedy and complete recovery.

All Head Office extends its sympathies to Miss Grace Rankin on her sudden illness, and hope she will be with us again soon, feeling no ill effects of her operation.



### ON VACATION.

Tom Bowden is vacationing at The Entrance. His first intention was to go to Wallacia, but something happened to change his mind. More later.

Emily Murray has chosen Katoomba as her holiday resort. Don't know why, since the mountains are old stuff, but perhaps Emily knows best.



We were very pleased to see Mr. Hicks, Mr. Kennebeck and Mr. Hurworth, who all favored us with a visit during the past week.

The Melbourne Branch welcomes Bill Hagon, who is now a member of our staff. Judging by the letters he has received since his arrival in Melbourne, someone must be missing him.

# Doings-of-the Paramount Club

THE Paramount Club executive is depleted at the present time. With Miss Rankin regretably in hospital and Tom Bowden on holidays, activities are at present suspended. However, the committee has plans for something of a surprise nature for the members either at the end of this month or at the beginning of next.

THE BASEBALLERS have a great hold on the National League competition in the first grade. Last week St. George, last year's premiers, were defeated in a decided manner by 22 to 9. This team now leads in the first grade. The second grade team has won two matches and lost two matches.

### Paramount Night Tennis Club.

The Paramount Team is going along in fine style. On Wednesday last they easily accounted for Western Electric No. 1 team by a margin of 6 sets to 2. On Friday a deferred match against Department of Family Endowment was played at Croydon, and after an exciting struggle Paramount ran out winners by 5 sets to 4. The scores at the eighth set being 4 all. In the last set, O. Goodland and B. Kennedy played splendid tennis, completely outclassed Family Endowment's strongest pair, and carried the set 6-2. The team is now unbeaten, and is showing better form with each match. With three wins to their credit, they have every confidence that they will carry off the Premiership.

### HEART BEATS AND THROBS.

By DIROTHY DOX.

Dear Miss Dox,

Recently, accompanied by a friend, I visited Broken Hill, and made the acquaintance of a certain young lady.

Shortly after my return to the City, I received from this certain party, a present of an inkwell.

Much to my astonishment, a few days later, I accidentally discovered that the friend who accompanied me was the recipient of an inkwell also, sent by the same young lady.

As I am of a jealous disposition, and not a man to be trifled with, I would deem it a favor if you would kindly give me your best advice as to what steps I should take in the matter.

Your etc., ARTHUR (Adelaide).

Dear Arthur,

Well! Well! You must always be on the alert with the Broken Hill girls; most of them having miners for fathers it is only natural that they would be inclined to be gold diggers.

You should act most cautiously, as personally, I think she is setting

a trap for you.

Of course, to show your appreciation of the gift, it would only be natural for you to fill the inkwell and pen her a few lines expressing your thanks, and probably your feelings. Now, that is what she is after—a letter—something in black and white—an inde! ble promise, which later may be used in evidence against you.

I strongly urge you to return the inkwell without acknowledging re-

ceipt of it.

I am sorry you are having so much trouble with this inkwell, and hope that you are quite WELL. Well, well, that's that.

Yours, DIROTHY DOX.

### **PARAMOUNT ERSONALITIES**

AS SEEN BY

George Lawrence



ALONG CAME YOUTH

Posed especially for "Punch" by Bob White, Publicity Department, Head Office.

### PARAMOUNT STARS MOST POPULAR.

In the recent screen star popularity contest conducted by "Adam and Eve", Melbourne, the results of which appear in the November issue, five Paramount stars were placed among the first eight. Maurice Chevalier was second; William Powell, third; Ruth Chatterton, fourth; Clara Bow, sixth; and Nancy Carroll, seventh.

# Mens from the Strictics

"HELLO, EVERYBODY".



Charles Ruggles speaking: "I want you all to know that I've a swell part in Clara Bow's new picture, 'Her Wedding Night'. I'll be seeing you."

### SNAPSHOTS.

"Fast and Loose" is the final title of the talking version of "The Best People", in which Miriam Hopkins, Frank Morgan, and Carol Lombard are featured. This replaces the title, "Pampered Youth", previously announced.

"Ladies' Man", the mystery romance by Rupert Hughes, that was recently acquired by Paramount, will be filmed at the New York studios. Paul Lukas has been selected for the stellar role.

### BLIZZARD TRAPS FILM COMPANY.

ORD has been received that the "Fighting Caravans" location company of 500 was cut off from civilisation for two days, during one of the most terrific snow storms in recent years. The catastrophe occurred in the high Sierra Mountains, at an altitude of 9,654 feet, and 54 miles from the camp, during the filming of scenes depicting the hardships endured by pioneers in crossing the mountains in 1865.

The cameramen report that, due to the unexpected severity of the storm, some of the most marvellous "shots" on record were obtained.

"BUDDY" A'HORSE.



Charles Rogers in "Along Came Youth", displays surprising horsemanship for the racing scenes of the picture.

#### BABY AUSTIN.



The latest 1931 model is William Austin. He is taking laugh situations on high in "Along Came Youth", Charles Rogers' new vehicle.

#### SNAPSHOTS.

George Bancroft's latest adventure romance, produced under the title, "Typhoon Bill", will be released as "Derelict".

"Only Saps Work" will not be the title of Jack Oakie's next picture, but rather will be the new title for "Social Errors", in which Leon Erroll, Richard Arlen and Mary Brian are featured. A new title will be selected for the Oakie film.

Harold Lloyd's second Paramount talkie-comedy, "Feet First", has been completed and will arrive shortly for Australian release.



### TO CONTEST WEEKS

### LEADERS UNCHALLENGED.

/ ITH only seven weeks to go to the finish of the 24-Sheet Drive, there appears to be little likelihood of the lagging branches coming up to within striking distance of the leaders. Figures for the week ending November 1st, show that, while Melbourne and Brisbane have both improved their respective positions, the advantages held by the leaders are too great to be overcome during the remaining weeks of the contest.

In the first division, H. N. Varcoe of Melbourne has cut down the lead of his opponent, Jack O'Neil of Sydney, from 248 points to 208, as a result of the extra 24-sheet sales mentioned in the last issue of "Punch".

H. Quincey of Brisbane has similarly improved his position in the second division, cutting Ben Kuch's lead down to 72.

In the third division, R. Lawn of Perth again pulled away from E. J. Sabine of Adelaide, and now has a lead of 47. Launceston continues to trail its opponents.

The standings of the Ad Sales branches in the 24-sheet drive as at November 1st, are as follows; First Division: Sydney, 443; Melbeurne 234. Second Division: Wellington, 325, Brisbane, 253. Third Division: Perth, 120; Adelaide, 73; Launceston, 36.

### NEW STANDS.

IN view of the success of the 11 x 14 Lobby Stands as an Ad. Sales revenue-making item, a newly designed stand, to accommodate a full set of 14 x 17 photos, will shortly be available to all branches. The new stand is finished in oxidised-copper, and is easily the most attractive item of that nature ever to be put on the market.

The new stand surpasses anything of its kind yet made, and, furthermore, opens up a new selling line in 14 x 17 photos. Head Office supplies you with the best in the industry. The rest is up to you. GO!

### SELLING AD SALES . . . . AND HOW.

R. LAWIN of recommendation into print again, with the following order on "Sarah and Son", from the Ambassadors Theatre, Perth.

Five 24-Sheets, 200 Daybills, 5,000 Couriers, 2 sets 11 x 14, one set 8 x 10 and one 22 x 28.

This marks the second time that Lawn has been mentioned in the "honor" during the few months that he has been with the organisation. Congrats.

### AD. SALES MANAGER FOR BRISBANE.

ENRY QUINCEY has been appointed Ad. Sales Manager at the Brisbane Branch, succeeding Murray Milholland, who has been promoted to salesman in that exchange.

Henry has been an assistant in the Ad Sales Department there for some considerable time, so should be fully qualified to handle the duties of his new post with ability.



Vol. 4.—No. 25.

SYDNEY, AUSTRALIA.

December 10th, 1930.

### PRODUCT SOLD FOR 1931

Mr. Hicks clinches big deal with Union Theatres... Hoyts Sold Too... Our Great Prospects for the New Year.

MR. HICKS recently finalised a deal with Mr. Stuart F. Doyle of Union Theatres for the release of the Paramount 1931 product throughout those de luxe houses for the coming year.

Although Hoyts Theatres are now controlled by an opposition distributor, they still realise the value of Paramount product, and they, too, signed a big contract for their large circuit of suburban theatres in both Sydney and Melbourne.

Yet another big deal of importance is the one with the Melbourne Capitol Theatre for the showing of a number of our extended season attractions.

Three big contracts that will place us in a nice position next year. The rest is up to the boys in the field to sell the smaller accounts. They should find the job much easier now that the big buyers have set an example.

Of course, the Prince Edward Theatre will still continue to screen Paramount Pictures as that theatre will come under the Union Theatre deal.

The product sold to Union Theatres and Hoyts consisted of twenty-six star features, twenty specials, six extra specials, nine extended season attractions and short features.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia.

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.-No. 25. December 10, 1930



THIS column is usually set aside for the Editor to try to write something humorous . . . but this issue we are using it for the express purpose of telling you not to miss Leon Errol in "Only Saps Work" ... Don't take the title too seriously, because, if we did, we would not be punching this out in the light of the proverbial midnight oil . . . In "Only Saps Work", Leon Errol is nothing short of a sensation . . . Members of the Blue Ribbon Bunch will be particularly interested in this player, because ho is an Australian ... A Balmain boy who has made good . . . and how! . . . The studio executive has given him pride of place in the billing, above Richard Arlen and Mary Brian . . . Think that out for yourself, Leon Errol gives a performance that stamps him as one of the best comedians the talking screen has known... Although his work in "Paramount on Parade" was good . . . forget about it . . . it is nothing compared to the part he plays in this picture... All that we ask is for you to see it... and then sell it as one of the comedy sensations of the Greater New Show World.

### OUR NEW PRODUCT

----oOo-----

THE s.s. "Ventura", which arrived in Sydney last week, brought us the first of our new Greater New Show World product. The shipment included "Laughter", "Playboy of Paris", "Tom Sawyer", "Her Wedding Night" and "Only Saps Work". If these pictures are a sample of the rest of the product the future health of Australian box-offices is definitely assured.

----000-----

WITH such pictures to sell, I am sure that the coming few months will witness an abrupt upward trend in the grosses of the theatres throughout the country. There is no doubt that every vestige of business depression will be swept away the minute these powerful attractions are flashed from the marquees of the theatres.

----000----

THERE are certain combinations of definite entertainment values which are irresistible to the general public. Irrespective of the condition of the times, the weather or any other deterring factor, there are some pictures which they inevitably must see. This has been proved time and again. It is because this rare combination is found in practically every picture of the new product that I feel so confident for the future.

\_\_\_000\_\_\_\_

THIS first shipment comes to us, no doubt, as a Xmas gift from the studios. Let's put behind these pictures every ounce of energy, showmanship and ability that we possess. Let's go! Good times are ahead.

Growsteks &

### SERVICE!

RECORD FILM CLEARANCE.



 $T_{0}$ Rov Howard of the Head Office Traffic an d De-Customs partment, goes the credit for pulling off one of the smartest film clearances on record. In fact, it is a

R. Howard. record.

The s.s. "Ventura" arrived in Sydney on Thursday last, with a print of "The Santa Fe Trail", which was scheduled to open the following morning at the Capitol Theatre. The boat berthed at 1.10 p.m., and at 1.25 p.m., the film had been cleared and duty paid. How Roy managed to get by the usual routine and red-tape of H.M. Customs is not known, but he did it! Another feather in the cap of Paramount Service.

### CUPID AGAIN.



Cupid, that perennial youngster, who darts here and there, clad only in a bow and arrow, has again attained quota. His latest victim is Jim

Fleming, Branch Accountant at Brisbane, who, on Saturday, December 13th, will be married to Miss Iris Smith, of Woollahra.

Jim is one of the best known and liked Paramounteers in the organisation, having been attached to the Head Office Accounts Department for many years before going to Brisbane. Through the columns of "Punch", all Paramounteers extend congratulations and good wishes for the future.



### AS AT DECEMBE'R 8th, 1930.

#### DISTRICTS.

Position.	Per	centage.
2 C. E.	Craig	84 75

#### BRANCHES.

Position. Perce	entage.
1 S. H. Craig . Wellington 2 C. J. Shephard Brisbane 3 C. Abotomey Perth 4 H. Kelly Melbourne 5 G. Brookes Sydney	93.97 92.74 91.65 83.34 80.56
6 P. Board Adelaide	79.36

#### SALESMEN.

Po	osition.		Perc	entage.
1	M. Milholland		Brisbane	123.13
. 3	W. Blood L. B. Wilke		Sydney	103.55
. 4	R. G. Winch . C. Hale		Sydney	101.20
6	H. Hill R. Wanklyn		. Perth	
8	A. W. Hagon	. N	<b>l</b> elbourne	69.01

#### AD. SALES.

Position.			Pe	Percentage.	
1	R.	Lawn	Pert	h 86.02	
2	В.	Kuch	. Wellingto	n 78.83	
3	H.	Quincy .	Brisban	e 77.48	
4	J.	O'Neill	Sydne	y 74.49	
			Melbourn		
			. Launcesto		
7	E.	I. Sabine	. Adelaid	le 45.56	

### CHANGES.

#### K. LOGAN TO ADELAIDE.



Owing to continued ill-health, A. N. Carpenter has found it necessary to relinquish his position as Accountant in the Adelaide Branch, and has

been transferred to Head Office.
Mr. Sixsmith announces the appointment of Keith Logan to the position vacated by Mr. Carpenter.
Keith, who is a younger brother of

Roger Logan, Head Office account-

ant, left for Adelaide on Saturday

### "PUNCH" XMAS ISSUE DECEMBER 24th.

#### COPY WANTED NOW!

Preparations are now under way to make the Christmas Issue of "Punch" the best on record, and all Paramounteers are urged to send in contributions at once. Remember "Punch" is your publication, issued for your information, and as an outlet for your journalistic efforts.

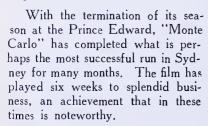
The plea for home contributions is continually being made by the Editor, but without any startling results. This we credit to natural shyness on the part of those geniuses within the organisation. The current appeal for copy is made in the best interests of everyone in the organisation. If you have the courage to send in material, the Editor will accept all responsibility for its quality. That's a fair bargain, so bend your pencils to the task.

### "Tom Sawyer" for Prince Edward

BIG XMAS SPECIAL FOR KID AUDIENCES.

M. HICKS announces that "Tom Sawyer", Paramount's first juvenile feature-length talking film will be the next extended season attraction for the Prince Edward Theatre, Sydney, and our big special for the Christmas holidays. It will receive its grand gala premiere at that house on Thursday, December 18th, following the successful season of "Monte Carlo".

In producing "Tom Sawyer" on a magnificent scale, backed with a cast of superb stage and screen players, Paramount has made the first definite bid for the return of child audiences to the theatres. Paramount has spared nothing in the way of production on "Tom Sawyer", and American trade and fan critics have hailed the picture as a masterpiece. Every character, every unforgetable incident in Mark Twain's immortal classic, has been brought faithfully to the screen, thus giving justification to plaudits of those who have already witnessed a screening of the film.



FILM actresses are constantly streaming back to New York from Paris, with new costume creations wherewith to create a flutter in the film colony. But lately, there have been a couple of such stars who have returned to find that everything wasn't quite so scrumptious as they anticipated. For one, Lily Damita returned with a load of stunning French confections, that would certainly lay Hollywood low, on and off the set, only to learn that she would immediately go out on location with "Fighting Caravans", roughing it for a month, and wearing only early frontier dresses, opposite Gary Cooper.



### Paramount Ace Sockers for Early Release

JUST a few points about some of the big specials due for early release that will help you in your sales talk:

MOROCCO: Paramount ace socker!

Boys, will they flock to this one!

If this film isn't in the money, then there ain't no "show in show business". Burning desert romance shot with scenes of touching beauty. Gary Cooper, Marlene Dietrich—queen of screen sirens, Adolphe Menjou, Francis McDonald, and a whale of a supporting cast!

FEET FIRST: Harold Lloyd laugh

LAUGHTER: The great Nancy Carroll-Fredric March picture that will meet a response in every human! Laughs, tears, and poignant drama aplenty in this one! DERELICT: Powerful sea story of windblown sailors and sailors' lasses, with George Bancroft and William Boyd.

SEA LEGS: With Jack Oakie as a rollicking tar, supported by Harry Green, Eugene Pallette and Lillian Roth.

ONLY SAPS WORK: Hilarious comedy with Leon Errol, Richard Arlen, Mary Brian and Stuart Erwin.

ALONG CAME YOUTH: The delight of all flappers from nine to ninety. Charles Rogers, Stuart Erwin, William Austin and Frances Dee.

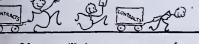
THE RIGHT TO LOVE: Dramatic love story of terrific power, with Ruth Chatterton, Paul Lukas and David Manners.

# and ALWAYS!



### BRANCH NEWS - - - - Where's Yours?

HAPPENINGS in HEAD OFFICE



Xmas will be spent away from home by many members of the N.S.W. Staff:—

Jack Edwards will be resorting at Katoomba with his H.O. friends.

Miss Turner will be sailing the deep to her own and native land.

Charlie Hale away to Orange, and the cherries of his native heath.

Les Wilke journeyed to Blacktown the other day, to have a few rounds of golf with Dick Winch. Les seems to be an all-rounder— Cricket, Tennis, Golf, Swimming, Athletics, Minnie Golf, Dancing and Football—quite a distinctive array of pastimes, all in vain, for he reaches Sydney very rarely.

We advise Bill McKeown and Jack Edwards to join a Debating Society. Their arguments. whilst being sane and intelligent, are quite unreasonable and illogical.

MURMURS From MELBOURNE

We regret that Paramount were not victorious in the last Cricket Match, but as the day out was partly in the form of a picnic where friends and families of different members of the staff assembled, everybody enjoyed themselves immensely, and all are looking forward to many more outings like this. Of course, we hope they win a match occasionally.

### DAYINGS

We are sorry to know Miss Thelma Willett has been sick, and hope she will soon be completely recovered and back in the office again.

A party was provided for a particular birthday. We were disappointed, the guest of honor did not turn up, she was away sick. Never mind, some of us had a larger share of cake.

Miss Audrey Gill has a badly sprained arm, don't be mistaken, she got this playing tennis. Hard luck Audrey, let's hope it will soon be out of the sling and fit to use.

Mr. Naylor had a visit from his eldest daughter last week, in the office. She captured the hearts of all the men and girls. The men will have to wait a long time for her to grow up, as she is not yet three years old.

Muriel's hair, like the skirts of a few years back, is getting shorter and shorter. Talent has been discovered in the Despatch Department. Bert Matts was starred in "The Pirate's Daughter", which was presented at Bankstown recently. We notice that he came in on Thursday morning, and stated that, after the show, another back axle was broken.

The boys and girls of the Despatch Department would like to know what became of the bunch of roses and the box of chocolates that Bert Matts had on Wednesday night.



Miss Burlinson is back in the office from her annual holidays, which, we understand, she spent prospecting for gold in Kalgoorlie.

Our Accountant, Mr. Ralph, has appeared in the office lately, wearing a pith helmet, which has caused a great deal of jealousy among the other male members of the staff.

Ron Lawn, who is a native of Kalgoorlie, seemed most anxious to make a visit to his home town recently. We wonder why?

We anticipate our Chief Despatch Clerk intends buying a motor car, as he has appeared with the dust coat this week.

### **PARAMOUNT ERSONALITIES**

GEORGE LAWYENCE



Posed especially for "Punch" by Gordon Brookes, manager, Sydney Branch.

#### ON VACATION.

Flo Thurston, Paramount's girl rower, has returned from a fortnight at the local beaches. She looks browner and healthier than ever.

Clive Dieppe is back at work, after an annual vacation in Melbourne.

Pearl Hendrie is another on holidays. She is spending the fortnight on the beach at Bondi, and close to home.

### HEART BEATS AND THROBS.

By DIROTHY DOX.

Dear Dirothy Dox,

I am terribly concerned and greatly worried just now, and am unable to sleep at nights, due to the bad turn my love affairs have taken.

It's like this: I am a member of the staff of the Perth Branch. There are four girls on the staff. I've run three of them as steadies, and am still sweet on the third. The previous two have wiped me off. As my present sweetie (the third), is away on holidays, I'd like your advice as to whether I should try and get popular with the fourth, or remain true to the one who is on holidays.

Women are terribly worrying to me, because I want each one I see till I've caught her, and then I find I want someone else.

Now Dirothy, I know you are very sympathetic, and have an understanding heart, so I'm just dying to receive your common-sense advice.

> Yours in desperation, Ron L. (Perth).

Dear Ron L.

The straightforwardness of your letter assures me that you are a sincere young man in all your dealings with women. In other words, you have a genuine "crush" on each girl you take out. By concentrating your amorous efforts on girls in the office, you demonstrate your inexperience. You stamp with hobnailed boots, where angels fear to dabble a big toe. For that reason, I must offer you a drastic plan of action: By all means go out with the fourth girl, and wash the whole precarious situation up. Then go a bit farther afield in your lovemaking.

If you were other than the kind, sweet, honest youth you appear to be, if you were an experienced,

# Doings-of the Paramount Club

THE present management committee will retire at the end of of year. The General Meeting and election of officers will take place

on January 7th.

On 17th December, a moonlight excursion is planned. On Christmas Eve, as a fitting farewell to the year, a bright and cheery Christmas Party will be held. Members will hear more of these events later.

Great news is the announcement of the dividend to be declared by the club at the end of the year. This

will amount to five shillings.

Member's subscriptions for the past six months have been six shillings, For this, they have had the opportunity of attending several dances at concession rates, a picnic, moonlight excursion. Party, and anticipating in a tennis tournament amongst other things. In addition to these priveleges, Special Purchasing, Loan and Life Assurance Schemes are in operation for members. With a dividend of five shillings, the sum total subscription for the past six months, has been one shilling.

The First Grade Baseball Team is still in first place, and the second round of the National League

Games well under way.

brutal lover, I'd say use your own

very good judgment.

In any case, four in one office is a pretty good average, and a lot better than any of the Head Office boys can lay claim to. I extend the horny hand of congratulation (pardon the stump, it was cut off by a buzz saw).

Yours,

Dirothy Dox.



#### SNAPSHOTS!!!

Claud Gillingwater, George Cooper and Ian MacLaren, screen veterans, have been signed for important roles in "Stampede", Richard Arlen's current western. Fay Wray is featured in the feminine lead, and Edward Sloman is directing.

Warner Oland, who topped a series of outstanding screen characterisations, with the title role in the "Fu Manchu" mysteries, has been given a prominent role in "Dishonored", in which Marlene Dietrich and Gary Cooper will co-star. Josef von Steraberg will direct.

"Follow the Leader" has been selected to replace "Manhattan Mary", as the title for the new Ed Wynn production. Stanley Smith and Ginger Rogers head the large supporting cast, and Norman Taurog directed.

Charles Ruggles has been assigned the comedy lead in "Strictly Business", Claudette Colbert's current production, in which Fredric March plays opposite. It is being filmed under the direction of Dorothy Arzner at the New York studios

Phillips Holmes will again support Nancy Carroll in her next drama for Paramount, titled "Stolen Heaven". It is from an original story by Dana Burnett, and will be filmed under the direction of George Abbott,

### NO FAKES, NO FOOLIN'.

CHARGES of fakery have never been made against scenes of stampeding cattle in motion pictures. When a Texas longhorn paws at the ground, bellows, and puts his head down for the charge, there is no pretense about it.

Therefore, unusual and extreme precautions for safety are being taken for Richard Arlen's next picture, "Stampede", the thrill of which will be provided by the mad, ungovernable dash of a vast herd of cattle.

#### SNAPSHOTS!!!

Two ships, crashing into one another in a fog, provide the undeniable thrill in George Bancroft's "Derelict". William Boyd, Jessie Royce Landis and Donald Stuart have featured parts, and Rowland V. Lee directed.

The producing unit for "Fighting Caravans", has returned to Hollywood after a four week's location jaunt. With the completion of a few interior scenes, the film will be ready for editing. Gary Cooper and Lily Damita are featured



Jack Oakie takes it on the chin from Lillian Roth in "Sea Legs". Others in the cast are Eugene Pallette and Harry Green. What a line up of fun makers.



### THREE WEEKS TO CONTEST END

### QUINCEY AND VARCOE IMPROVE.

ITH but three weeks remaining before the close of the big 24-Sheet Sales Drive, there is every indication that the winning places will be filled by those branches which have led throughout the contest. Although a slight turn in affairs have been noticeable, and the leaders have it less their own way now than previously, the limited time remaining leaves little doubt as to the outcome.

Henry Quincey of Brisbane seems to be the only branch capable of turning the tables. He has steadily reduced Ben Kuch's plurality until it now stands at a bare 30 points. Whether or not Brisbane heads Wellington when the final results are given out in the January 7th issue of "Punch" depends entirely upon his efforts for the next few weeks.

H. N. Varcoe has no possible hope of overcoming the lead set by Jack O'Neil of Sydney, but has likewise crept up steadily, and will have thwarted Jack's threat to outsell him two-to-one. Sydney now leads Melbourne by 183 sales.

In the third division, R. Lawn of Perth has little to fear from E. J. Sabine of Adelaide, having increased his lead to 52.

The standings of the Ad. Sales Branches in the 24-sheet drive, as at November 29th, are as follows: First Division: Sydney, 524; Melbourne, 325. Second Division: Wellington, 371; Brisbane, 341. Third Division: Perth, 139; Adelaide, 87; Launceston, 39.

### SELLING AD. SALES ——AND HOW!!

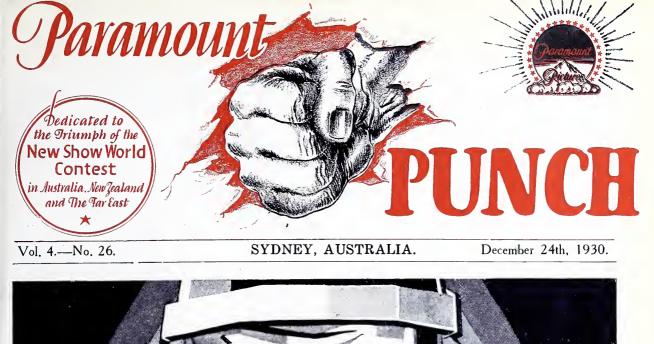
Ben Kuch, of Wellington, again comes to light in the "honor" panel. This time it's for the following substantial order from the Crystal Palace Theatre, Christchurch, for "The Big Pond":

Six 24-sheets, three six-sheets, two one-sheets, one slide, four sets of 8 x 10, two sets 11 x 14, two sets 14 x 17, and a sound trailer.



This is how an old 30 x 40 oil painting was coloured over and cut out for the display of 22 x 28's. Any Ad Sales Manager can do the same,

### An Ad. Sales Order with Every Contract!







Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 4.—No. 26, December 24, 1930



Somebody mentioned the fact that it's Xmas time, so I guess that this little piece of nonsense should be apropos of the times... Everyone is complaining of hard times... Hermann Flynn says that the blockmaker usually comes to light with a box of cigars, but this year gave only a packet of Capstans... and ...as Hermann doesn't smoke... I suppose I am the one really to complain about the economy practiced by blockmakers... Which reminds me that Frank Deane holds down a job that is the envy of the boys... especially round about this time... Of course, with Xmas goes the exchange of Xmas gifts... just the same as with corned beef goes with carrots ... Having a wife who makes a hobby of this thing ...we mean Xmas gifts not the corned beef . . . Xmas to me is just a sheet of red ink on the family ledger ... Why her friends don't return her suitable gifts instead of knick-knacks is beyond me... suitable gifts like a keg of beer and bottles of whisky ... then Xmas would be okay . . . at least it would help to balance the ledger . . .

### COPY THE HEN

(From F. Weidner Printing and Publishing Co., N.Y.)

----oOo-----

DID you ever stop to think that hard times mean nothing to a hen? She just keeps on digging worms and laying eggs, regardless of what is said about conditions. If the ground is hard she scratches harder. If it's dry she digs deeper. If she strikes a rock, she works round it. But always she digs up worms and turns them into hard-shelled profits as well as tender broilers. Did you ever see the pessimistic hen? Did you ever know of one starving to death waiting for worms to dig themselves to the surface? Did you ever hear one cackle because times were hard? Not on your life. She saves her breath for digging and her cackles for eggs.

----000

THE above little story is one that will not hurt you to give some thought. The trouble with the majority of us right now is that we have sold ourselves the idea that times are so tough that it is not worth while going after the business. That is where we are making a grave mistake. Let's take a lesson from the hen and dig deep for those contracts.

<del>--</del>000---

COPY the hen. Times are hard, so we should dig the deeper. When opposition comes along, work around it like she does the rock. Let's Go!

Growsteho K

### LEN. PEULEVE IN MELBOURNE.

LEN PEULEVE, Exploitation
Representative, has journeyed southward for a stay, of several weeks at the Melbourne Office.
While in the southern capital he will put over an exploitation campaign for "Tom Sawyer" at the Athenaeum Theatre, and will work with Roy Nelson, Publicity Manager of the Capitol Theatre, on "Animal Crackers" and other forthcoming extended season attractions

### PARAMOUNT BUYS MELB. CAPITOL.

there.

LONG RUN HOUSE.

MR. HICKS last week announced the completion of arrangements for the lease by Paramount of the Capitol Theatre, Melbourne. The agreement was signed with H. F. Phillips, Governing Director of the Capitol, the lease to commence on December 27th, and to extend for a period of ten years.

Under the Paramount banner the Capitol will operate as an exclusive Paramount long run house, with the present staff and service. J. L. Thornley is to continue as general manager.

The Marx Brothers' production, "Animal Crackers", which is listed to commence an extended season at that house on the day of Paramount's take-over, will start the new policy.



AS AT DEC. 20th, 1930.

#### DISTRICTS.

Position.				Percentage.	
2	C.	E.	Craig		84.17

#### BRANCHES.

15 1.1

Position. Perce	entage.
1 T. Kennard Singapore	93.72
2 S. H. Craig Wellington	92.68
3 C. J. Shepherd Brisbane	92.15
4 C. Abotomey Perth	90.25
5 H. Kelly Melbourne	83.18
6 G. Brookes Sydney	79.69
7 P. Board Adelaide	78.37
8 A. Olsen Batavia	78.19
9 S. G. Robinson . Sourabaya	76.38

#### SALESMEN.

Position.			Percentage.	
1	M.	Milholland .	Brisbane	123.92
2	L.	Wilke	Sydney	103.01
2	W.	Blood	Brisbane	103.01
3	R.	G. Winch	. Sydney	100.10
4	C.	Hale	Sydney	98.33
5	R.	Wanklyn N	1elbourne	88.32
6	H.	Hill	Perth	87.74
7	A.	W. Hagon . A	1elbourne	68.32

#### AD. SALES.

Po	osition.	Percentage.	
1	R. Lawn	Perth 83.60	
2	H. Quincey I	Brisbane 78.44	
3	B. Kuch We	llington 77.29	
4	J. O'Neil	Sydney 73.50	
5	H. N. Varcoe Me	lbourne 69.88	
6	M. Whitelaw . Lau	nceston 58,82	
7	E. J. Sabine A	Adelaide 45.81	

## CALL IT WHAT YOU LIKE!

TIME: January, 1988 A.D.

LOCALE: Mr. Hicks' office in the 150 storied Paramount Television Office in the heart of Sydney. Huge planes roar overhead. Fifty storeys below is a high-powered traffic highway. Mr. Hicks is discovered at the telephone, surrounded by a group of high-powered members of the Publicity and Exploitation forces headed by Kenny.

MR. HICKS (speaking into the telephone): "That's great news, Mr. Zukor. Original idea? I'll say so. You'll have the telly ready this afternoon. That's fine. You'll be able to wire it across to Canberra for censorship. What's that? Oh, sure, the censor works all hours now. Let's see if everything's O.K. we should be able to have the print here by rocket 'plane in three hours. The hook-up? Well, we've got 15.000 theatres contracted in 35 states. Sure! We'll knock 'em cold with a simultaneous release. Yes, all right, I'll slip across and see you next How are the monkey glands working? Yes, I feel a new man since I had mine renewed. Well, good-bye for the present. Good-bye, Mr. Zukor."

KENNY: "Something sensational, Mr. Hicks?"

MR. HICKS (turning to the high-powered, etc.): "Sure thing, Just about the funniest and most original farce Mr. Lasky has ever turned out."

(Continued on Back Page.)

### FINAL DASH FOR QUOTA

SALES FORCE MAKES DETERMINED EFFORT FOR LAST WEEK.... "TOM SAWYER" AND "THE SPOILERS" HOOK-UP.... TOM KENNARD'S SENSATIONAL JUMP.

L ATEST figures in the New Show World Contest announced to-day by Mr. Hicks, show that a very determined effort on the part of all hands will have to be made over the last week of the year in order to make Quota. This, however, is quite on the cards with the simultaneous release hook-up of "Tom Sawyer" and "The Spoilers" in practically every State. New Zealand, too, reports many big specials and long-runs sold in all centres for the holiday period when grosses should be high.

Specials advertising campaigns have been arranged with Union Theatres for the aforementioned specials which calls for double-page spreads in principal interstate dailies. This will insure the pictures at the box-office, setting them off to high figures. Another big shot in final effort for Quota will be the release on December 27th of "Animal Crackers" in our own Capitol Theatre, Melbourne. It will be remembered that "The Cocoanuts" played a sensational season in the southern city, and great figures are expected of this latest Marx Brothers picture.

Feature of the latest figures in the contest is the great step-up by Tom Kennard, of the Singapore branch from fourth to first place. Tom displaces Stan Craig of Wellington, who has held this position since the commencement of the drive. Shepherd of Brisbane and Abotomey of Perth closely follow, and it looks quite on the cards that a stirring tussle will result for the first place.

Murray Milholland has further increased his substantial lead over the salesmen with Wilke and Blood with the same figures, 103.01 per cent., fighting out a close finish for second place.

R. Lawn still leads the Ad. Salesmen, but Quincey has taken away second place from Kuch.

Just a few more days now before the end of the year, but those days are going to tell a story of supreme effort to obtain Quota. Let's Go!



Clive Brook sends the season's greetings to members of the Blue Ribbon Bunch,

#### PICTURE BIZ ON UP AND UP.

That the motion picture business is now definitely on the upgrade is proven by statistics recently received from the Hollywood studios. Seven motion picture features are before the cameras there, whereas a month ago but one subject was being filmed. The Central Casting Bureau, source of supply for all of the thousands of extra and bit players used for film making, reports a tremendous increase in employment during the past month at all studios.

It is a known fact that the amusement industry responds more sensitively to the public mood than any other particularised business structure. And Hollywood's infallible graph has shown good times ahead.

## and ALWAYS!



#### BRANCH NEWS - - - - Where's Yours?

HAPPENINGS in HEAD OFFICE



A Merry Xmas and a Happy New Year, is the wish we, in Head Office, send to all fellow Paramounteers, and hope that all good things will come to you during 1931.

What with Depression, Conversion Loans and Minnie Golf, there should be plenty to occupy our minds during this Festive Season, but through it comes Xmas cheer, and the old fashions predominate—we shall certainly think of the other Branches when we drink the toasts at the Xmas Party given by the Paramount Club on Xmas Eve.

Which brings to mind memories of other Xmas parties, and news of old Paramounteers—Elsie Cox (nee Craig) and baby daughter still smiling—Jack Macaulay, formerly Salesman in N.S.W. Branch married last Monday—George Nacked running a Pontiac in Adelaide—Glad Roberts (nee Carlton) and baby Judithe finding their way round Adelaide (not in George's car)—and Connie Norris (nee Irving) breaking flying records from Windsor to Sydney.

Mysterious parcels, hectic shopping tours, extra minutes during lunch hour, busy needles, all contribute to the general excitement that pervades our Accounts Department during the weeks preceding Xmas, and then Xmas Eve, the joy of receiving and the greater joy of giving—and judging by some of the

gifts seen in a careless moment, it looks as though several of our girls are seriously thinking of playing house shortly.

Welcome to Colin McCrae, who has joined the Publicity and Advertising Departments.

## DAYINGS AYINGS

Cass O'Reilly has at last learnt to drive "Toby". She drove Olive Wilson out to Bondi the other day, and much to our surprise brought Olive back safe and sound.

Byron Kennedy has taken up singing, which accounts for the terrible row which is heard around the building these days.



Last week Mr. S. H. Craig had the pleasure of speaking to Mr. John W. Hicks, Jnr., on the Trans-Tasman Telephone.

"It came through exceptionally clearly," Mr. Craig declared. "I heard every word, just as if we were in the same room... I have no doubt that this new system will prove invaluable to the industry in general."

...And we'll take this opportunity of wishing all Paramounteers a very very Happy Christmas from the Wellington Branch.



The above is a reproduction of Paramount's striking national advertisement which will be used in all the principal newspapers throughout Australia and New Zealand for a special

tralia and New Zealand for a special New Year campaign. Hermann Flynn and John Kennebeck are responsible for the copy and layout and to George Lawrence goes the credit for the excellent art work.

## ADELAIDE

Adelaide Paramounteers were very glad to welcome Mr. Logan, our new Accountant, and although he has only been here a short time, he is already "one of us".

Adelaide Paramounteers take this opportunity of wishing Head Office and other Branches the Compliments of the Season.

The members of this Branch intend holding a Xmas Eve party—a full report of which will be given at a later date.

#### PERSONAL TO ...

BOB WHITE

Many thanks, Bob, for the great assistance you have been in bringing out "Punch". It is part of your job, we all know, but you have done it well. I personally think that your "Dirothy Dox" column is about the best piece of copy "Punch" has ever run . . . thanks.

#### GEORGE LAWRENCE

Many thanks to you, too, George, for your fine art work and cartoons of Paramount Personalities which have been a feature of "Punch" for the past year. I sincerely hope that you will give us some more of these for the "New Punch" of 1931 ....thanks.

AND TO...

Jack Palise Mel Bremner (N.S.W. Branch), Elsie Kench, Mary Coleman (Head office), Doreen Paul (Melbourne), Dorothy Carson (Wellington), Margaret Osborne (Adelaide)

As branch correspondents for "Punch" you have all carried out your job well. It is personal news from the branches that helps to make "Punch" a successful staff organ. Please keep up the good work and let me have plenty of copy in the new year... thanks.

MARKET PRINTERY

For the efficient manner in which they have attended to the publication of this little journal. On many occasions it was mainly due to their excellent service that "Punch" has a record of always being out on time... thanks.

Thanks again to all.
Yours,
REG. KELLY,
Editor.

#### HEART BEATS AND THROBS.

By DIROTHY DOX.

Dear Miss Dox,

It is indeed a surprise to me, and probably to you, that I should be compelled to seek advice on love matters. I am by no means a novice at the thrilling game of love, but I must admit that my present entanglements have me in a quandary.

You see, I'm in love with four different men. Each has his virtues and his faults, so I really am at a loss to decide which would make the most satisfactory husband. That you may be better acquainted with my problem, I will explain that one man is a keeper at the Asylumone is an old school friend, one is a policeman, and the other owns the nicest little baby car I have seen in Sydney.

Please treat this letter as urgent, Miss Dox, because each of the four is expecting an answer in the near

Yours in despair, CASS (Sydney).

Dear Cass.

You have certainly reached the "weeding out" period, and while you are to be congratulated on your ability to keep four men dangling on a string, now is the time to move cautiously.

All the great feminine lovers of history have been adept at that game, but came a crash because they were too ambitious. Du Barry, the woman of passion, had all the soldiers, politicians and nobility of France running around like puppy dogs, but ambition caused her to end up under the be-heading machine. Cleopatra foolishly played old Julius and his pal Mark against each other and had to give herself up to the snakes. Likewise,

#### DARAMOUNT ERSONALITIES

AS SEEN BY
GEOVGE LAWYENCE



#### LADIES MAN"

Posed especially for "Punch" by James Flannery of the H. O. Ad. Sales Department.

an enraged lover pushed Venus Di Milo down the stairs and broke off her arms. So you see the precarious position in which you are placed.

My advice to you is this: Pick on the boy with the car and call it a day. Policemen are often away from home at night, an Asylum would not be a good environment for you, and old school friends become a bit boring. In any caseget rid of three or all of them before you end up as did your sisters of another era.

Yours,

DIROTHY DOX.



#### FLASHES!!

"Confessions of a Co-Ed", the sensational diary of a feminine university student, is shortly to be produced as a talkie film. Mary Brian is scheduled for the title role, and Phillips Holmes and David Burton will have the male leads.

Clive Brook and Tallulah Bankhead, star of the London stage will be co-featured in the film production of Frederick Johnson's play, "Her Past". Production will start early in January, after the arrival in Hollywood of Miss Bankhead at present starring in the West Side in "Let Us Be Gay".



Richard Arlen tries his hand at archery whilst working on "Stampede", his next picture.

#### HAPPENINGS IN HOLLYWOOD.

Motion pictures, football and Xmas are on the Hollywood tongues these days...Ruth Chatterton talks to herself in "The Right To Love" ... she does a triple characterisation ...Lew Cody signed by Paramount to support Victor McLaglen and Marlene Dietrich in "Dishonored"... Clara Bow is making scenes for "No Limit" at the Paramount theatre in Los Angeles . . . and starts shooting at one every morning...Geo. Bancroft is learning newspaper work in a big way ... In getting acquainted with his editor role in "Scandal Sheet", he sat on the desk with the city editor of the Los Angeles Examiner for a whole night... 500 Indians assembled for "Fighting Caravans" ... Thelma Todd assigned role in the Bow picture... Harry Green reports that South African theatres are called Bioscopes... William Powell will do "Ladies' Man" next ... Ina Claire and Fredric March are co-starred in the filmisation of "The Royal Family"... Originally, they were featured, but enacted their parts so well that stardom was agreed upon ... Jack Oakie is a sailor in "Sea Legs"... and in the one after that he will sell life insurance to gangsters... which sounds simply killing . . . Richard Arlen and Fay Wray have been joined by Claude Gillingwater in the tentatively-titled "Stampede".

#### FLASHES!!

Regis Toomey, Lucien Littlefield and Gilbert Emery are notable additions to "Unfit to Print", George Bancroft's current film, in which he appears a militant newspaper editor. Kay Francis and Clive Brook have featured roles and John Cromwell is directing.

In "No Limit", Clara Bow's current film, Harry Green will appear in the role he created for "Close Harmony", that of Mindil, the theatrical manager. Others in the cast are Norman Foster, Stuart Erwin and Dixie Lee. Frank Tuttle is handling the direction.



Beautiful Carol Lombard who has just signed a long term contract as a Paramount featured player.

## SELL MORE it's worth AD

#### KUCH, LAWN WINNE

#### 24-SHEET CONTEST.

LTHOUGH another week remains before the conclusion of the special drive for 24-sheet sales, the results of the past fortnight Jack O'Neil enable the selection of the winners of the contest. of Sydney heads all branches on sales, and is the winner of the first division, Ben Kuch of Wellington takes the laurels in the second division, and Ron Lawn of Perth, the third.

H. N. Varcoe of Melbourne has made a valiant attempt during the past few weeks to overcome O'Neil's great lead, but the handicap was too great. He has consistently outsold the latter lately, however, and is now but 140 points behind.

Henry Quincey of Brisbane looked like a possible winner a few weeks ago but failed to maintain the pace, and has now dropped 40 points behind Ben Kuch. With but a week to go, his chances of pulling up are negligible.

In the third division, Ron Lawn has consistently lead E. J. Sabine of Adelaide by a wide margin, whilst Launceston has been completely out of the picture.

The standing of the Ad. Sales Branches in the 24-sheet drive as at December 13th, are as follows:—First Division: Sydney, 561; Melbourne, 421. Second Division: Wellington, 394; Brisbane, 354. Third Division: Perth, 141; Adelaide, 89; Launceston, 43,

#### SELLING AD. SALES AND HOW!!!

W/ITH the biggest money sale of the year and largest order on 24-sheet posters for the past two years, H. N. Varcoe, of Melbourne, wins a life membership to the "honor" panel society. His ad. sales order on "Animal Crackers" for the Capitol Theatre included 59 24sheets.

At this rate, had the 24-sheet contest been extended another month, Varcoe would have seriously challenged Jack O'Neil's lead, not only in the first division, but in supremacy of all branches. Great work.

#### Call It What You Like.

(Continued from Page 3.)

ONE OF THE HIGH-POW-ERED, ETC.: "It'll have to be something sensational at present. With this confounded depression even Schoedsack's 'Expedition to Mars' telly scarcely caused a ripple."

MR. HICKS: "Boys, believe me, this telly is a milestone in the history of the business. I'll tell you what it is about. It is an old prehistoric costume play. Even the title packs a big laugh. 'HOW WE WENT TO THE TALK-IES IN 1930,' Can you imagine it?",

#### Ad. Sales Order with Every Contract!



Vol. 5.—No. 1.

SYDNEY, AUSTRALIA.

January 28, 1931.





Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5.—No. 1. January 28, 1931



THE boys at the last Convention caught a glimpse of her ... in the Greater New Show World trailer ... and we all agreed with Eugene Pallette that she had "If", "When", "Why", "Where" and anything else you can think of ... Last night the bunch in Head Office saw her in the "Morocco" trailer...and nearly jumped out of their seats ... the cause for all this and the reason why "Punch" is a little late ... is Marlene Dietrich, (pronounced "Mar-lay-na") ... the most sensational beauty that has ever appeared under the Paramount trade-mark ... As we write this last sheet of copy for "Punch" we are so thrilled with our Marlene that we can hardly hear the printers shouting in our ears ... "Hey, jump out of that reverie and give us that last stick of copy if you want "Punch" this side of Easter" ... Marlene ... what a peach ... and if you don't believe us ask Mick Stanley ... Who, we have learnt ... sneaks into the office at 6 a.m. and runs the "Morocco" trailer through over and over again.





#### WELCOME TO CAPITOL STAFF.

<del>--</del>000

EVERY member of the Paramount organisation extends a warm hand of welcome to the Melbourne Capitol Theatre staff. I, too, am proud personally to name The Capitol and its personnel as the corner stone of our theatre activities in this part of the world. Paramount's Capitol now represents the Australian link in Paramount's worldwide chain of de luxe theatres throughout England, the United States, Canada, Europe and other countries.

Our policy will be to maintain in Paramount's Capitol the best selections of extended season attractions from the Paramount Studios in New York, Hollywood and Paris, as well as from the sound stages of other studios in England and America. We will also continue to feature the Capitol orchestra and organ with attention given likewise to the best there is in supporting programmes and presentation.

Under the supervision of your General Manager. Mr. Thornley every member of the Capitol staff is asked to give the utmost in the way of courtesy, service and loyalty. Be happy in your work; be enthusiastic about your current and forthcoming pictures; study and learn something every day about the vast but human organisation ever progressing onward under the Paramount symbol. In short, make yourself a living part of our Paramount family, and travel along to success with us.

Once again, we welcome you all as new loyal Paramounteers.

Managing Director, Paramount Pictures.

Snowstek. R

## SERVICE FROM HEAD OFFICE.

THE Film Service Department at Head Office certainly lives up to its name in noteworthy fashion. Syd. Herbert and his



able assistants spare no effort in keeping H.O. d e p a r t ments, branches and exhibitors in a continual happy frame of mind.

Val Board, A d e l a i d e Branch Manager, recently sent an urgent wire requesting

Syd. Herbert

the short, "Marching to Georgie", for a special booking in Peterborough. A hurried checkup showed that the film was booked in Launceston on that date, and the prospects looked hopeless. However, the miracle was performed and the exhibitor was able to reap the benefit of his advance advertising. The Film Service Department had rendered service again. Good work, Syd.

## FEATURES WITH DISC.

THE announcement was made recently in the Trade papers and "Paramount Service" to the effect that we now have a number of last year's outstanding pictures recorded on disc as well as film.

The tremendous task of preparing these productions for release fell upon the shoulders of Mick Stanley, Despatch Manager; William Peck and Reg. Felton, projectionists, and Edie Ralphs, film inspector. This quartette spent many tedious days and nights testing and synchronising the imported discs to the films, and their efforts are commendable.



#### QUOTA STANDINGS.

AS AT JAN. 24th, 1931.

#### DISTRICTS.

Position.	Percentage.
1 S. H. Craig	91.91

#### BRANCHES.

Position. Per	centage.
1 H. Kelly Melbourne	97.33
2 S. H. Craig Wellington	
3 C. J. Shepherd . Brisbane	91.69
4 P. C. Board Adelaide	88.96
5 G. Brookes Sydney	
6 C. Abotomey Perth	

#### AD. SALES.

Position. Pero	centage.
1 H. N. Varcoe . Melbourne	
2 M. Whitelaw . Launceston	98.33
3 H. Quincey Brisbane	89.81
4 R. Lawn Perth	86.50
5 J. O'Neil Sydney	78.02
6 W. Bignall Adelaide	77.50
7 B. Kuch Wellington	71.15



## DAN CUPID IN FAR EAST.



Mr. Dan Cupid, youthful emissary of the Gods of Romance, has just returned from a survey of the Far East territory. While in Soerabaia, he delayed long enough

to implant certain ideas in the mind of Mejuffrouw Olga Julie Bender, Secretary and guardian of the long book. As a consequence, said young lady became married on January 3rd, and "Punch" extends congratulations.

#### MARLENE DIETRICH.

ITH the advertising, publicity and exploitation departments combining under the direction of John E. Kennebeck, Sales Promotion Manager, the forthcoming campaign on Marlene Dietrich, new Continental star, and "Morocco", looms as probably the finest, most comprehensive in local film history.

Every item of advertising material to be issued from H.O. from now until "Morocco" is released, will carry copy on Dietrich and the picture. No single possibility will be overlooked in this concerted effort to familiarise the Australian public with this fascinating actress.

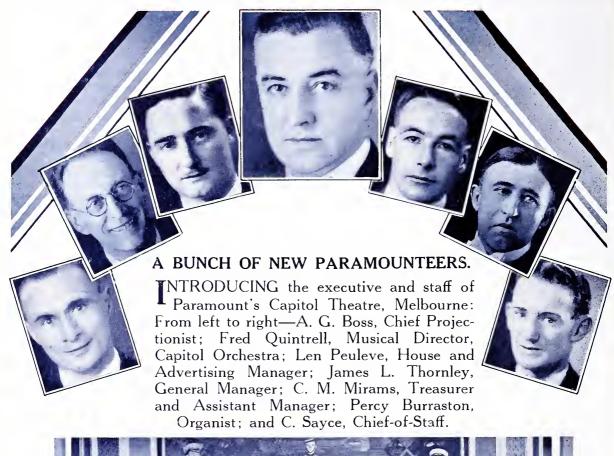
The campaign will mark the first time that Paramount has expended so much energy, time and money in putting over a single star.

Mr. Kennebeck will be assisted in the drive by Hermann Flynn, Reg. Kelly and Bob White.



#### DO IT NOW!

## **PARAMOI**





THE GENERAL HOUSE STAFF:—Front Row (Left to right): W. Sayce, B. Wadham, N. Roe, E. Carr, J. Hughes, C. Sayce, R. Windred, M. Johns, F. Windred, C. Pyers. Second Row: R. Barnewell, Misses L. Ballard, L. Stewart, S. Hore, G. Bassett, B. Carroll. Third Row: E. Williamson, R. Tredinnick, F. Hobbs, E. Ellis, F. Elliott, L. Evans, R. Bromhall, G. Pyers, E. Hillson, K. McKenzie, T. Cameron, T. Alexander, Back Row: H. V. de Wardt, E. Evans, G. Anthony, W. Weedon, E. Petterson, E. E. James.

## PUNCH

#### ALL WAYS and ALWAYS!



# BRANCH (DSS)

#### HAPPENINGS in HEAD OFFICE.



Some people are lucky; Mrs. Rawlins—in the Film Service Department—has had an invitation to Wales, so Mr. and Mrs. Rawlins have accepted and are sailing next month. Good luck to both.

Iris Watts is back from holidays, looking browner and better than ever. The holiday must have been a good one.

Wynn Carrick is away on holidays in the country for a change. Let's hope the country breezes will do her good and she will be back for the final tennis matches.

Two of the girls have had birthdays last week. Margaret and Vee. Sweet 17 both of them. Yes! the cakes were very nice. So let's all wish them Many Happy Returns, birthdays and cakes.

Miss Oldroyd is at present away from the office, having met with an accident while surfing.

Elsie Kench conveys her thanks through the columns of "Punch", to Paramounteers for their kind expressions of sympathy during her recent bereavement.

## ACTION

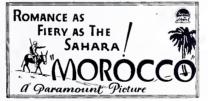
Les Wilke, of New South Wales, was the means of giving the members of the Adelaide Branch a shock when he walked unexpectedly into the office on Xmas Eve. We believe he spent his vacation in Adelaide visiting his people.

Mr. Jeff Sabine, who met with an accident on New Year's Eve, is quite well again with the exception of a slight limp, which we hope will soon disappear.

Mr. Bob Henderson, booker, is at present spending his vacation at Victor Harbour.

### BILL CLARK RETURNING.

General Sales Manager "Bill" Clark is due back in Sydney on March 14 per R.M.S. "Monowai", after a four months' trip to the Home Office and the West Coast Studios. "Bill" is returning with a wealth of information regarding our coming product.





We are pleased to have Mr. Craig back with us after a short visit to his home in Melbourne.

Alberta Fitzgerald, of the Accounts Department, is spending her holidays on a caravanning tour of the North Island—now that sounds like a real holiday!

Joe Goodey has returned from a vacation in Auckland—it's hard to leave Wellington, isn't it, Joe?

Dorothy Carson has returned very much tanned and sunburnt from a fortnight in the Marlborough Sounds.

Some day there may be a Booking Championship Cup, and when that day arrives, we will enter Mr. Tom Hanson and his staff of Ethel Mallett, Mollie Anderson and Bert Staff. Bert's altitude record is six feet (in or out of his shoes), and whenever Mr. Hanson has an "unruly" exhibitor his understudy appears, and there is no further argument

Miss Turner called in before leaving New Zealand for Sydney after a holiday in Auckland. We'll say that Sydney must agree with her.



Dear Miss Dox,

I'm madly in love with a girl who works in a printing establishment, and I'm quite sure that she feels the same about me. However, there are certain facts and a few new developments that have caused me to reconsider proposing to her.

But just as I had sold myself on the idea of popping the question, I accidently caught her in the act of putting a Boston crab and a flying head lock on two linotype operators at the printery.

Now, Dirothy, I like 'em big and strong, but there's a limit to everything, even the age of cheese. The above incident has set me to thinking. I love the girl, but I want to be master of my own threshold, I mean household. Should I sacrifice supremacy of the home for love, or should I hold off until something my own weight comes along?

Yours in fear and trembling,

HAROLD P. (Advertising).

Dear Harold P.,

By all means marry the girl, then use your wits to keep out of harm's way. Cultivate your friends and invite yourself out to dinner whenever she threatens to take the warpath. Give her all of your pay money on Friday nights and then rob the sock when she's asleep. In that manner you can

## "PLAYBOY OF PARIS"

For Sydney Prince Edward.

AURICE CHEVALIER'S
"Playboy of Paris" has
been selected by Mr. Dan
Carroll as the next extended season
attraction for the Prince Edward
Theatre, Sydney, to follow the current season of "Animal Crackers".
The opening will be on Friday,
January 30th.

Other long-run bookings for "Playboy of Paris" include the Royal Theatre, Newcastle, February 6th; West's Olympia, Adelaide, February 14th; Prince of Wales, Hebart, February 21st; and Wintergarden, Brisbane, March 7th.

"Playboy of Paris" will be the next extended season attraction for the Capitol Theatre, Melbourne, following "Monte Carlo".

keep her fat and happy and yourself in whoopee money.

As a word of advice, if any of your little tricks go astray and the situation becomes dangerous, kick her in the shins. That's an old matrimonial custom, but it still works.

Yours, DIROTHY DOX.







No. 1, "POP" FLYNN.

YEARS ago when Old Man Flynn passed out the cigars, little did he know that his son would be called "Pop" at the tender age of 15. S'fact. "Pop" they called him at the Sydney High School, and "Pop" he is called by Baseball fans, newspaper copy-boys, printers' devils, blockmakers, and the city in general ... Maybe if he ever goes across to New York, Mr. Zukor will greet him with a "Howdy, Pop" ... you never can tell ... Which reminds me that for those few who don't know who "Pop" Flynn is ... he is the guy who, as Advertising Manager, lets the natives know that "If it's etc." ... Hermann ... as his mother called him when a babe ... is one of those guys that you like when you first meet ... and as time goes on ... like him all the more ... Despite the fact that he is a city menace with his famous Ford ... traffic cops all know him ... and occasionally let him buy them drinks ... As secretary of the Paramount Club he has done much to create happiness and good-fellowship among members at Head Office . . . whilst under his managership the Paramount Baseball Club has climbed to the leading position in the major league ... A hard-working and good little guy.-"Rambler",

# NewsfentheStudies

6 HIS story reaches us from New York.

Clara Bow was seated at the wheel of a magnificent Rolls Royce. She was about to drive out of the garage opposite the Paramount New York studios for a scene in her new starring picture, "No Limit".

In front of the car, in the doorway of the garage, a property man stood holding a large gauze loop about five feet in diameter. This was to diffuse the strong sunlight that fell upon the star.

As Clara was about to start her car one of the bystanders was heard to remark—

"If she does that trick I'll cat my hat."

"Do what trick?" he was asked.

"Make her car jump through that little hoop."

#### FLASHES!!

"Scandal Sheet", George Bancroft's recently-completed newspaper film, has been hailed as his greatest picture to date. It was directed by John Cromwell with Kay Francis, Clive Brook and Regis Toomey in prominent roles.

The modern west is the locale of Richard Arlen's current starring film, "The Westerner". It deals with a gang of city killers who attempt to clean up the west "where killing was invented." Mary Brian and Eugene Pallette head the cast.



Jack Oakie and Jean Arthur in a scene from "The Gang Buster".

### INCREASED ACTIVITY AT N.Y. STUDIOS.

DEFINITELY confirming reports of increase feature production at the New York studios, Jesse L. Lasky, vice-president in charge of production, made it known that a total of seventeen pictures are to be completed there between January and August, 1931.

The list of forthcoming productions from the N.Y. studios includes, "Stolen Heaven", starring Nancy Carroll; "Another Man's Wife", with Claudette Colbert, Fredric March and Charlie Rug-. gles; "Her Past", co-starring Tallulah Bankhead and Clive Brook, an untitled original story by Preston Sturges starring Maurice Chevalier under Ernst Lubitsch's direction; "Up Pops the Devil", starring Nancy Carroll with Fredric March and Charlie Ruggles; "Mendel, Inc", starring Smith and Dale; "Schoolgirl", with an all-star cast; an untitled all-star production, with Clive Brook heading the cast; "Week End", with Claudette Colbert and Fredric March; "Wild Beauty", starring Nancy Carroll;

SLEDS served as the transportation vehicles for the Paramount Company on location at Guadalune, California, filming scenes of "Morocco".

The unit, headed by Gary Cooper, whose latest is "The Spoilers", Marlene Dietrich, Adolphe Menjou and Director Josef von Sternberg, worked among the sand dunes where automobiles, trucks or wagon cannot travel.

Cameras, sound recording apparatus and all other production equipment, were hauled to the location sites by tractor-and-horse-drawn sleds. Players and technicians also rode the sleds.

Desert scenes of the Foreign Legion adventure film were taken among the dunes.

#### FLASHES!!

Ruth Chatterton's next dramatic production will be "New Morals", from an original story by John Van Druten, author of "Young Woodley". Paul Lukas will have the male lead with Juliette Compton, Paul Cavanagh and Lester Vail in supporting roles.

William Powell has started work on "Ladies' Man", with Kay Francis, Martin Burton, Gilbert Emery, Carole Lombard and John Holland heading the cast. Lothar Mendes is directing this adaptation of Rupert Hughes' sensational novel.

#### KNOW YOUR GOODS.

"THE VIRTUOUS SIN".



TAKE a look at the 24-sheet on "The Virtuous Sin", illustrated above. Note its simplicity, yet its power to arouse the curiosity, and the desire to see and discover. Even the coloring has magnetism.

The background is white; Virtuous green, Sin red, both with a black shadow. The drawing combines all four colors.

Paramount Colored Posters are the best on the market. Don't take someone's word for it, look them over and discover it for yourself. Then, when the exhibitor offers the usual sales resistance, give him both guns and drop him with your superior knowledge of what you're selling.



## SELLING TIPS. By LEN JONES.

(Editor's note: This is the first of a series of selling tips which will be published in each issue of Paramount "Punch", for the help of Ad Sales Managers. Read and then digest them)

#### PARAMOUNT COURIERS.

**NUR** Paramount couriers are printed only on three sides, leaving the fourth free for advertising purposes. By selling your local merchant, preferably a music or gramophone shop, on the idea of using half this space, you can considerably allay the expense of purchasing and distributing the couriers. novel method is to use the back space as a calendar for the week, printing opposite the correct dates your screening days for the picture. A number of couriers on coming attractions could be printed in this manner, and bound together to make a useful device for your patrons, and a seat-selling medium for your theatre

"There are many other ways of employing couriers with effect, depending upon your ingenuity as a showman. Develop a novel method of putting your advertising before the public. Paramount Couriers will supply the background. They're worth the expense. Try them."

Vol. 5.—No. 2.

SYDNEY, AUSTRALIA.

February 11, 1931.

# "DIETRICH OUR GREATEST FEMININE STAR AND 'MOROCCO' OUR GREATEST PICTURE"—SAYS MR. HICKS.

ARAMOUNTEERS throughout the organisation will be thrilled with the announcement that in . "Morocco" we have the greatest piece of theatrical property that we have ever handled. In a special letter to all District and Branch Managers, Mr. Hicks states that, "After seeing 'Morocco' I consider it to be the greatest box office attraction that any company has made at any time, and in making this statement I do not except 'The Ten Commandments', 'Beau Geste', 'Innocents of Paris' or any other picture of ours or any of our competitors."

Those in Head Office who have seen this picture are right with Mr. Hicks in that statement. "Morocco" is unquestionably the greatest picture Paramount has made.



Marlene Dietrich.

In this picture we see for the first time the sensational German beauty, Marlene Dietrich, who overnight has become the outstanding feminine personality on the screen in the U.S.A., and who will undoubtedly with the release of "Morocco" in our territory, prove just as great a sensation here.

Mr. Hicks has appropriated a special sum for the publicising of this star to the public far in advance of the theatre's advertising campaign on the picture. In fact, it has been decided to handle "Morocco" just as if we had only "Morocco" to sell.

In his special letter, Mr. Hicks urges each and every member of the organisation to start right now talking "Morocco" and Marlene Dietrich to everyone they come in contact with. Let's Go!



Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia,

New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5.-No. 2. February 11, 1931



 $S^{\it OME}$  guys don't appreciate the grandeur and beauty of nature ... last week, Charlie Gatward drove up to Katoomba to see the mountain that was slipping away . . . He stood on the brink of the cliff, and silently surveyed the deep valley below . . . To all appearances, he was enraptured . . . so much so, that a bystander said casually . . . "Beautiful, isn't it?" ... "Yes", said Charlie, "what a great place to throw your old razor-blades"... Can you imagine that?... Which reminds us of the one about the film salesman... pardon me, some other time ... Willie Peck has a few spare pennies now that a certain rarehorse has retired . . . and Charlin Donaghey will be short of a few after he pays the damage bill for his car, as a result of spending holidays in the Northern floods... Try Central Australia next time, Charlie ... And speaking of cars ... 'Pop' Flynn's Ford only needs a sign, and it will make a great exploitation stunt for "Manslaughter".



#### MR. ZUKOR SPEAKS OUT.

---000----

TN the issue of "Everyones", dated February 4, and "Film Weekly", of February 12, appears a special four page announcement by Mr. Adolph Zukor, our President. In this announcement, Mr. Zukor deals with the present economic situation and just what Paramount is doing to beat it. I want every member of the organisation to carefully read and digest this statement, which for its strength, practicability and cheerful outlook on the future, commands the attention of, not only Paramounteers, but every person associated with the endeavour of the motion picture industry.

"Greater pictures must be made," he states. "These pictures must contain more showmanship, more novelty. This costs money, and Paramount proposes to invest this money secure in the knowledge that the public will reward its efforts." Hard work is the creed to be assimilated, he points out, and there is no denial that for those who apply themselves to their tasks with energy and thought the rewards for the present year loom just as big, if not bigger than ever before.

Jourstok &

#### OVER QUOTA!

AD. SALES BOYS GET GOING.

THE Ad. Sales Department is off to a splendid start for the New Year. Last week, Varcoe of Melbourne; Lawn of Perth, and Whitelaw of Launceston, sailed well over quota, whilst in the previous week, Jack O'Neil of Sydney, broke the ice, with Perth and Launceston also scoring.

With the New Year but six weeks under way, Varcoe of Melbourne has attained quota four times; Whitelaw of Launceston, four times; Quincey of Brisbane, twice; Lawn of Perth, twice, and O'Neil of Sydney, once. A remarkably fine showing, that augurs well for 1931's Greater New Show World Season

## STAN CRAIG HELPS NAPIER VICTIMS.

M. R. HICKS has received advice from Stan Craig, Gen eral Manager for New Zealand, to the effect that soon after the news of the Napier disaster reached Wellington, he secured a car, and packing it with provisions and medical supplies, set out for the Napier district. Mr. Craig, together with Mr. Bob Shepherd of the Regent Theatre, reached Napier just before dawn, on the day following the disaster, and were one of the first of the rescue parties on the scene. Good work Stan.



#### QUOTA STANDINGS.

#### DISTRICTS.

Position.	Percentage.
1 C. Henderson 2 S. H. Craig 3 F. Gawler	

#### BRANCHES.

Position. Perc	entage.
1 B. Kelly Melbourne	93.56
2 P. Board Adelaide	90.20
3 S. H. Craig Wellington	89.71
4 G. Brookes Sydney	87.92
5 C. J. Shepherd Brisbane	87.72
	76.31

#### AD. SALES.

Position. Perc	entage.
1 M. Whitelaw . Launceston	137.78
2 H. N. Varcoe . Melbourne	105.00
3 R. Lawn Perth	96.56
4 H. Quincey Brisbane	81.16
5 J. O'Neil Sydney	80.06
6 W. Bignall Adelaide	72.18
7 B. Kuch Wellington	66.08



#### BIG SCOOP!

FIRST MOTION PICTURES OF NEW ZEALAND QUAKE.

EAD OFFICE yesterday received the first motion pictures to be taken of the recent earthquake disaster in New Zealand. The special Paramount cameraman arrived on the scene at Napier before dawn on the morning following the first shocks, and obtained 370 feet of remarkably fine film, showing the appalling devastation, and the rescuers at work.

The prints were rushed through the customs early yesterday morning, and a copy made available for showing at the Prince Edward Theatre, Sydney, at the afternoon session.

Other prints are being made ready for immediate shipment to all other states, and a copy is already enroute to America.

Paramount has recorded yet another mammoth scoop.

#### WEDDING BELLS.

N Saturday, February 21st, Gwen Simmons, of Head Office Accounts Dept., will be married to Mr. Roy Young, at St. Easil's Church of England, Artarmon.

Through the columns of 'Punch', Paramounteers unanimously extend the best of good wishes for their future success and mutual happiness.

### PARAMOUNT'S BIG TWELVE

MR. HICKS NAMES TWELVE PICTURES THAT WILL MAKE BOX-OFFICE HISTORY.

N the front page of this issue of Paramount "Punch" a story is published on Mr. Hicks' special letter to District and Branch Managers regarding Marlene Dietrich and "Morocco". Included in that same letter is important information regarding eleven other pictures that will undoubtedly enhance the reputation of our Company as the leaders of the industry.

OW 'Morocco'", writes Mr. Hicks, in his special letter, "is not the only picture that we have coming. I have just received a copy of a confidential letter written by Mr. S. R. Kent, General Manager of our Company, in which he goes on to say that 'The Right to Love', with Ruth Chatterton and Paul Lukas: 'The Royal Family of Broadway', with Fredric March and an all-star cast; 'Scandal Sheet', with George Bancroft, Clive Brook and Kay Francis; 'Fighting Caravans', (which is as great in sound as 'The Covered Wagon' was in silent); Clara Bow's next picture.

'No Limit': and

'Stolen Heaven'.

featuring Nancy

Carroll and Phil-

lips Holmes, are all sure-fire box-Ruth Chatterton in "The Right to office attractions.

and rank among the greatest pictures made by Paramount. On top of this, Mr. Zukor, our President, says that 'Ladies Man', featuring William Powell, and 'Dishonored', the second Von Sternberg production, starring Marlene Dietrich, are two of the greatest productions ever made by Paramount.

"I have also received excellent reports on 'The Gang Buster', starring Jack Oakie, and 'Trail's End', a big outdoor special. Paramount does not stop at these, but goes one better with 'Rango'. This is the most sensational picture of its type ever made. It was made by Schoedsack, one of the boys who made 'Chang', right in the heart of Sumatra. I have had several reports from the boys in New York on 'Rango', and every one of them says that we can look for a knockout in this one. The picture has droves of monkeys and other wild animals, and also shows a great performance by a baboon and a baby baboon. It has sensational wild



Jack Oakie in "The Gang Buster".

animal fights, and the duel between the tiger and the water buffalo is something that will make your hair stand on end. The picture is in sound, Schoed -

sack having recorded all the sounds and roars of the wild animals of the jungles of Sumatra, so there is no doubt but that 'Rango' will prove to be a tremendous Box Office attraction.

"In this letter, I have given you a brief outline of twelve successive 'quality' pictures, and in all the vears that I have been with Paramount. I have never heard such enthusiasm on a group of pictures from our Executives, from Mr. Zukor right on down the line, as I have on this group of pictures just outlined. Regardless of hard times and depression, I feel sure that if these properly handled pictures are (and we will see to it that they are properly handled), they will smash all Box Office records,



"Ladies Man".

and if they don't it will be because we, ourselves. just don't do our iobs. There is enough punch in these twelve pic-

Wm. Powell in tures alone, to make it possible for you to sign up

each and every possibility in your territory for our whole lineup for this year. To handle these pictures alone, is a big job, and I think that, in giving us the privilege of handling these twelve great productions, our Company has bestowed on each and every one of us, the greatest honor possible and it is up to us to keep faith with our Company in seeing to it that we get out of each and every one of these twelve pictures—and in fact out of each picture that we handle-the maximum amount of money.

## PUNCH

## and ALWAYS!







Miss Muriel Oldroyd is spending her holidays this year, at Goodnight Island. Sounds as though it is all night and no day. Well, we hope she enjoys herself.

Miss Alice Brown has chosen Katoomba for her holidays, and leaves on Saturday. Judging by the preparations, were we to be in Katoomba at the same time, we might not recognise her.

Miss Davey and Miss Audrey Gill have returned after a week of sick leave.

Two young ladies in Head Office are greatly concerned about the floods in Brisbane. The burning question is, who are they concerned about?

Bill: "Hullo, dear, would you like to have dinner with me to-night?"

Flo: "I'd love to, dear."

Bill: "Well, tell your mother I'll be over early."

(In order to prevent any libel suits, the names of the above do NOT belong to Bill Wylie and Flo Thurston of the Customs' Dept.)

Willie: "Mick, is to-day to-morrow?"

Mick: "Certainly it isn't."



Tom Hanson has been pleading for Short Features with which to soothe the troubled Exhibitors. We passed him a list of seven available to-day and regret that we lost his record smile through the absence of a foot rule.

Not that we like complaining—no it's not that, but when a beautiful new girl comes to the office it upsets the equilibrium somewhat. B.S. casts goo-goo eyes, J.G. soliloquises on the beauty of the myrtle trees and even the stoical W—lf finds a new interest in life—Well, after all, who cares about depression when such pretty girls exist?

Overheard snatches of conversation from Verna Browne—''tall and handsome—perfect thrill—Indian Army—touring—dinner Midland—'' Sounds all right, Verna. When will we know?

Willie: "But you said it was."

Mick: "When did I ever say today was to-morrow?"

Willie: "Yesterday."

Mick: "Well, to-day was tomorrow yesterday, but to-day is today just as yesterday was to-day yesterday, but yesterday is to-day and to-morrow will be to-day tomorrow, which makes to-day yesterday and tomorrow all at once."

#### CAPITOL CHATTER.

The Capitol Theatre runs a Social Club for members of the staff. On Sunday, January 25, members and their friends went to Frankston, a seaside resort, down the Bay. In spite of a deluge of rain, which continued practically throughout the day, the outing proved a great success; many die-hards actually going in for a swim. A programme of sporting events was held, in which Miss Linda Stewart, cashier in the theatre, carried off three prizes.

The orchestra, conducted by W. Weedon, supplied plenty of snappy music, and the weather was forgotten in the cosy Wattle Cafe.

Head Office recently received a visit from C. Miriams, Assistant-Manager. His mission to Sydney was to confer with Mr. Sixsmith on the various Paramount accounting systems.

### NEXT ISSUE, FEBRUARY 25th.

The next issue of Paramount "Punch", will be published on Wednesday, Febuary 25th. The editor requires all branch news and copy right now.

## DAYINGS AYINGS

At last we have discovered Roy Lyons' weakness. Judging by the number of times he visits the Film Inspection Room, it must be blondes.

White Australia does not seem to be the Booking Department's slogan. We notice three of its members as black as the proverbial Ace of Spades. Old King Sol and Bondi Beach the cause and effect.

Chas. Donaghey, N.S.W. Accountant in his red chariot, is touring the northern districts. Brisbane will be a port of call—that is, if the aforesaid chariot is not swamped with the recent floods.

Jack Edwards, country booker, expects fine weather for fishing and swimming during his holidays. He also proposes to take a trip to the coalfields to visit the old homestead.

Jack Palise and Bill McKeown were talking about music. Here's the conversation:

Bill: Do you like music, Jack? Jack: Sure.

Bill: What kind of music?

Jack: Operettas.

Bill: What kind of operettas?

Jack: Oh, I like telephone operettas.

#### \$MART CAMPAIGN FOR "PLAYBOY OF PARIS".

THE principal feature of the campaign on "Playboy of Paris", for its season at the Sydney Prince Edward, was a number of splendid window displays in leading music shops throughout the city and suburbs. Sutton's and Nicholson's in George Street; Palings in Pitt Street, and Wilks' in Castlereagh Street, each devoted a large window to the attractive display of cut-outs, photos and stills from the production, which created considerable advance interest in the picture. About a dozen smaller dealers also co-operated in this effort to put "Playboy of Paris" before the public eve.

## "FEET FIRST" IN ALL STATES.

R. HICKS has finalised arrangements with Theatres for the simultaneous release of Harold Lloyd's new comedy, "Feet First", in five of the capital cities, on Saturday, February 14th. The theatres scheduled to release the film on that date are Capitol Theatre, Sydney; State Theatre, Melbourne; Tivoli, Theatre, Brisbane: York Theatre, Adelaide; and Strand Theatre, Hobart. The Ambassadors Theatre, Perth, will release the picture on March 7th.





No. 2—HEATHER "CHLOE" SUMMERVILLE.

"HEY!" shouted one of H.O. famous blondes in our ear the other day, "Why don't you give the girls a break in the 'Thumbnail Scratches' column". For the first time we have agreed with a blonde, and herewith we have chosen Heather "Chloe" Summerville as the first little girl to be given a big hand ... First of all, let us explain as to the origin of "Chloe" ... we are quite proud of this...try it on your Wurlitzer... Heather-ether-chloroform-Chloe . . . so Chloe we call her ... As private secretary to John Kennebeck, "Chloe" fills one of the most important secretarial jobs in the organisation. One of the most popular girls with a "Howdy" and a "Cheerio" with a smile for everybody. "Chloe" was originally attached to the Auckland branch, but nearly five years ago when Kenny visited the Shaky Isles he realised that Miss Summerville's right place was in H.O., and, being anxious to see the Bright Lights of a big city, over she came.

# Newsfortes tudios

A Navajo Indian fetish, and a rabbit's foot, are proving effective luck charms during the filming of exterior scenes for "Fighting Caravans", Paramount's film that carries on the epic struggles of "The Covered Wagon" frontiersmen.

The luck pieces belong to Otto Brower, co-director of the picture. Each morning, Brower dusts off the Indian charm with the rabbit's foot. To date, everything has progressed smoothly.

Brower has used the rabbit's foot for several years. The fetish represents a bear killed by a stroke of lightning, which, Indians believe, caused the power of the bolt to enter this tiny stone charm.

#### FLASHES!!

"The Smiling Lieutenant" is the title chosen for Maurice Chevalier's next production, which Ernst Lubitsch will direct at the New York studios. Miriam Hopkins will have the feminine lead and Oscar Strauss is composing the music.

Jack Oakie's next film will be based on the successful play, "June Moon", by Ring Lardner and Geo. Kaufman. Edward Sutherland will direct, with Frances Dee in the feminine lead. Oakie has just completed an underworld comedy, titled "The Gang Buster".



Gary Cooper and Marlene Dietrich in a scene from "Morocco", which Mr. Hicks describes as the greatest picture Paramount has ever produced.

FILMGOERS who like their humor broad and boisterous will have a new favorite comedienne in Marlene Dietrich, according to advance reports of the picture, "Dishonored", recently completed at the Paramount studios in Hollywood.

Miss Dietrich and Lew Cody have a scene of distinct slapstick flavor; one in which the European star appears as a Russian peasant, and Cody as an intoxicated colonel of the Russian Army. The sequence, brief, but backed with action, comes at that time in the story, when Miss Dietrich, as an Austrian spy, is attempting to get military information from Cody.

#### \_\_\_\_

Richard Arlen's latest production, originally titled "The Westerner", has been renamed "Gun Smoke". It is the story of a strange feud between eastern gunmen and modern killers of the west. Mary Brian, Eugene Pallette and William Boyd lend support.

FLASHES!!



Sylvia Sidney has been signed for the feminine lead in "Confessions of a Co-Ed", the diary of a university student shortly to be produced at the Hollywood studios. Phillips Holmes has been assigned to the leading male part.

### AWARDED NEW CONTRACTS.

Paramount has awarded new featured players' contracts to Paul Lukas, Eugene Pallette and Juliette Compton, and a directorial contract to Lothar Mendes.



### SNAPPY MATERIAL FOR"PLAYBOY OF PARIS"

ERE is a poster with plenty of PULL. Take a good look at it, and see for yourself. It's a three-sheet on "Playboy of Paris", and just one of the many attentioncompelling items available on this production.

When an exhibitor books "Playboy of Paris", see to it that he backs up his campaign with posters. Sell him on their seatpulling power. They're the best we've had to offer since "Manslaughter".

#### GET BEHIND THEM ALL THE WAY.

▼AROLD LLOYD'S second talking picture, "Feet First", saw a fine effort put forward for sale of additional Ad. Jack O'Neil, N.S.W. Sales, particularly couriers and daybills. Ad Sales Manager, was first on the spot, and sold the Capitol Theatre, Sydney, the idea of using the courier as a programme for the week, as well as a boost for Lloyd. This resulted in a sale of 12,000 couriers, and in addition, he sold them 1,000 daybills, to plaster the town. All of the branches realised the opportunities that Lloyd offered, and additional ad, sales were sold. Melbourne sold 5,000 couriers to the State, and other branches plugged in with the first run houses.

The co-operation of Head Office Ad. Sales and Despatch, in rushing orders in time for theatres, and of Hermann E. Flynn, who helped put the sales over, in making a snappy courier, and getting it through quickly, materially assisted the branches.

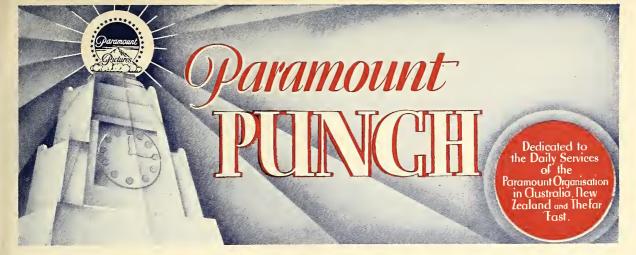
#### SELLING TIPS. By LEN JONES.

(Editor's Note! This is the second of a series of sales talks which can be employed by Ad. Sales Managers in selling an exhibitor).

"DON'T let your patrons say: The only way to find out what is being screened, is to go inside'. If such a remark is current in your community, it is an unfavorable reflection on you as a showman, and an indication that you are not selling as many seats as you could.

"Outdoor advertising is recognised by all competent showmen as the best way to keep patrons informed. They will hurriedly turn over a page of advertising in the newspaper, but they won't pass a hoarding without noticing it. Don't plaster up the front of your theatre with a few daybills, and forget about the crossroads. Place your material where patrons will bump into it on the way home.

"When you are screening Paramount attractions, take advantage of the showmanship Paramount instils into its posters. When you advertise, do so intelligently. Open up the purse and invest in Paramount posters, then place them wisely, and lure the community to the box-office".



Vol. 5.—No. 3.

SYDNEY, AUSTRALIA.

February 25, 1931.

#### PARAMOUNT FIRST WITH NEW RECORDING

"THE RIGHT TO LOVE".



Ruth Chatterton.

four years.

PARAMOUNT stole yet another march on the rest of the motion picture industry by being the first to adopt a new system of sound recording which has been described as the greatest advance in talking films in the past

Ruth Chatterton's new picture, "The Right to Love", introduces PERFECT SOUND to the world. This system, which is called "The Western Electric New Process Recording", eliminates all background noises-hissing, scratching, clicking-that heretofore have been unavoidable in talking pictures, resulting in

greater realism than ever before.

That the Paramount innovation is a refinement of major importance there remains not the slightest doubt. A preview audience of "The Right to Love", hailed it as the finest improvement yet brought to the screen, and all future Paramount productions will be filmed under the new process.

There IS something new under the sun. You've seen nothing until you've seen "The Right to Love" and heard PERFECT SOUND. And remember, Paramount, always the leader, introduces this revolutionary improvement.

#### MR. HICKS' TENTH ANNIVERSARY.

#### CELEBRATED IN MARCH.

MR. HICKS celebrates his Tenth Anniversary next month as Managing Director for Paramount in Australia, New Zealand and the Far East. voices the hearty and unanimous congratulations of the Blue Ribbon Bunch.



Mr. Hicks.

In happy and enthusiastic appreciation of Mr. Hicks' ten years of service with us, the entire organisation is voluntarily concentrating upon a sales campaign for increased revenue throughout the entire month of March as a tribute to him. No effort will be spared to roll up the greatest gross business we have ever achieved in any one month in loyal recognition of Mr. Hicks' leadership among us.

Joining Paramount in 1917 in Kansas City as a salesman, Mr. Hicks worked successfully through the early parlous stages of the film business to important positions in St. Louis, Omaha and Minneapolis. Later he served in the New York Home Office as Assistant to S. R. Kent, Vice-president and General Manager of the company. In 1921, he joined the Foreign Department under Mr. E. E. Shauer and he arrived in Sydney on March 24th, 1921. The consistent and ever-growing progress of Paramount and our organisation in this part of the world is a living monument to our Chief's stellar leadership among us. More power to him!



Published every two weeks on Wednesdays for the Triumph of this New Show World Contest in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. February 25, 1931. No. 3.



Perhaps you've heard something about the glamor and romance of journalism . . There's supposed to be a thrill in writing up the news of the day, and getting the copy to the editor before the dead-line . . . Ask anybody who's not in the game, and he'll tell you all about it ... Ask Rambler or his assistant, and you'll be politely informed that it's the bunk ... There's only one job that's worse than being a reporter ... That's being an editor .. About a week before each issue of "Punch" goes to press, Rambler makes an impassioned appeal for branch news ... Days go whirling by, yet there is no response... One would imagine that news was scarcer than wrinkles on a balloon... A further appeal meets with a series of grunts... "Punch" goes to press... Just as the wheels start to turn, branch news arrives in small batches... The editor makes a dash for the printery, clubs a couple of protesting lino men into submission, and the day is won ... "Punch" comes out complete with branch copy ... One of these days everything is going to arrive at the office on time... Picture, then, Rambler frothing at the mouth, and biting the furniture with joy ...



#### I SPEAK AGAIN OF "MOROCCO"—

WHEN I told you beforehand that we had great box office attractions in "The Sheik", "The Ten Commandments", "Beau Geste" and "Innocents of Paris", you must admit that I was right.

Now once again I speak of "MOROCCO".

I repeat that in "MOROCCO" we've got an attraction that is a veritable gold mine of nuggets . . . not just ore. The coming of "MOROCCO" to any theatre should be heralded with proper enthusiastic exploitation befitting its great money-making possibilities. You've already heard and read enough of it to know its story, set amid the romantic adventures of the Foreign Legion.

In Paramount's New Star, Marlene Dietrich, the screen finds its new Voice of Love! She is the Woman Who Is All Women! Her rare devastating appeal electrifies... startles... glorifies "MOROCCO". Gary Cooper as her Legionaire lover and Adolphe Menjou as a man of the world, are superb.

Our special advertising and publicity campaign in Sydney and Melbourne on Marlene Dietrich and "MOROCCO" have rocked those cities by their eye-splitting appeal. Those same advertisements will precede "MOROCCO" in other capital cities.

Once again, get set to sell "MOROCCO" right! I assure you of its bigness... its great box office possibilities... its unequalled value as the greatest attraction of the year.

Juonstick of

## REG. KELLY IN MELBOURNE.

SELLING DIETRICH.

R EG KELLY, Publicity Manager, flew to Melbourne last week, for the purpose of selling Paramount's new and glamorous star, Marlene Dietrich, to the natives of the southern capital.

While in Melbourne, Mr. Kelly personally placed a host of publicity material as well as advertisements on Miss Dietrich, and "Morocco", in the local press. This contact will ersure the same dynamic, comprehensive campaign there as that which marked Sydney's introduction to the new sensation.

Mr. Kelly made his headquarters at Paramount's Capitol Theatre, where "Morocco" will be screened for an extended season, following "Playboy of Paris".

## THE BYRD FILM IN FAR EAST.

In a recent letter to Mr. Hicks, Mr. J. A. Groves, General Manager in the Far East, told of the unique success of "With Byrd at the South Pole", in Deka Park, Weltevreden, Java. A series of special morning matinees for school children are proving a sensation, receiving remarkable response from the Carpentier Alting Institution, the Convent in Weltevreden and other schools.

With the permission of the Inspector of Schools, all institutions under his jurisdiction are being circularised with the idea of having an essay written on the production. Splendid co-operation has been received from the teachers and students in this regard.

#### Percentage Standings to Date

#### AS AT FEBRUARY 21, 1931

#### DIVISIONS.

Position Perc	entage.
1 C. E. Henderson	89.63
2 F. Gawler	88.09
3 S. H. Craig	83.76

#### BRANCHES.

1	A. Olsen Batavia	115.53
2	H. Kelly Melbourne	92.72
3	G. Brookes Sydney	88.54
4	P Board Adelaide	87.38
5	C. J. Shepherd Brisbane	87.00
6	T. Kennard Singapore	84.81
7	S. H. Craig Wellington	83.76
8	C. Abotomey Perth	80.53
Q	S Robinson Sourabaya	42 23

#### AD. SALES.

1	M. Whitelaw Launceston	124.01
2	H. N. Varcoe Melbourne	102.32
3	J. O'Neil Sydney	87.24
4	H. Quincey Brisbane	85.70
5	W. Bignall Adelaide	82.22
6	R. Lawn Perth	81.19
7	B. Kuch Wellington	64.17

#### NEXT ISSUE, MARCH 11th.

The next issue of Paramount "Punch", will be published on Wednesday, March 11th. The editor requires all branch news and copy right now.

### "PLAYBOY OF PARIS" SCORES AT CAPITOL.

BEATS UNSEASONABLE WEATHER FOR BIG MONEY.

BEATING the onslaughts of damaging, unseasonable weather, Maurice Chevalier's "Playboy of Paris" continues to record excellent business at the Melbourne Capitol. The new film, now in its second week at Paramount's own theatre, received one of the best openings on record in the southern capital on Saturday, February 14th.

General Manager, James L. Thornley, stated in a wire to Mr. Hicks, that the advance booking was the greatest recorded at that theatre for the past six months.

Maurice Chevalier has always been a prime favorite in Melbourne, and "Playboy of Paris", backed by the splendid advertising and publicity campaign put over by Len. Peuleve, is a certainty for several more weeks of high boxoffice figures.

### WEDDING BELLS ONCE AGAIN.

M ISS LILY AMSTER, private secretary to Mr. J. A. Groves, General Manager for the Far East, will, on Wednesday, March 25th, become the bride of Mr. Samuel Green of Sydney. The wedding will take place at the Great Synagogue in the evening of that date.

With the marriage of Miss Amster, the Paramount organisation loses one of its oldest feminine members. All Paramounteers join the editor of "Punch" in wishing the couple every success for the future.

## PARAMOT

### "MOROCCO" GIVEN GALA AUSTRALASIAN PREMIERE TO-NIGHT

INDUSTRY, PUBLIC, CRITICS ON EDGE.

VITH the whole of the industry, the public and film critics in a foment of delicious anticipation, Paramount's great love story, "Morocco" awaits its cue to create still another sensation, to arouse the whole-hearted praise of yet another continent.

To-night, at the Prince Edward Theatre, Sydney, "Morocco", will receive its gala Australasian premiere. A discerning public, its curiosity fanned by one of the finest advertising, publicity, and exploitation campaigns in local film history, will be on hand to view the new picture. Reports from the theatre management, reveal that the bookings are enormous, and indicate a packed house.

Although the picture opened to the public at this morning's eleven o'clock session, the evening show, staged in customary first-night brilliance, will be used as a basis on which to estimate the success of "Morocco".

Those at Head Office who have seen this picture and executives of the Prince Edward Theatre, anticipate that "Morocco" will prove a sensational box-office smash of even greater proportions than "Innocents of Paris", "Beau Geste", and others of that calibre.

Aside from story value, directorial genius, artistic photography and superb acting by principals and minor players, Marlene Dietrich is the supreme attraction. This exotic beauty has, in a single performance, won the plaudits of two continents, and established herself as Hollywood's most glamorous star.

"Morocco" was filmed under the direction of Josef von Sternberg, Hollywood's most artistic director, who, since his affiliation with Paramount four years ago, has not made a picture which critics did not agree was a success.

Featured with Miss Dietrich in the production, are Gary Cooper and Adolphe Menjou, two genuine favorites with the picture-going public. In supporting roles are such eminent players as Ullrich Haupt, Juliette Compton, Francis Mac-Donald and Paul Porcasi.



## BIG PRODUCTION DRIVE NEXT FOUR MONTHS.

--000

TWENTY-EIGHT new all-talking pictures will go into production at Paramount's Hollywood studios during the next four months, according to an announcement by Jesse L. Lasky, vice president in charge of production, who, at the same time, expressed complete faith in the stability of industry, and the return of healthy business conditions.

"The majority of these productions are of the de luxe classification, which means the expenditure of many additional millions, and, naturally, the engagement of more people", he declared. "I see no let-up in production during the entire year.

"Better times charged into the world's industry with the start of the new year," Lasky continued, and "every line of business activity is registering definite signs of a return to normalcy. Throughout the United States, conditions are becoming stabilised, and new sanity, courage and optimism have entered

business.

"In coming across the continent, I received theatre reports from various metropolitan centres, showing a material increase in business. The Cromwell Publishing Company's five-page prosperity announcement and the story in the daily papers than 136,000 men have returned to work in Detroit motor factories are indicative of present-day conditions. Launching of our tremendous production drive in Hollywood will be a concrete expression of Paramount's confidence in the future of this and other countries".

## and ALWAYS!



# BRICH (DES)

## JAYINGS AYINGS

Les. Wilke, N.S.W. salesman, is beginning to feel the cold weather. At the present moment he is enjoying a little chill—this, however, does not stop him from jumping over minnie golf course fences at midnight.

Miss Colman, our N.S.W. Despatch Typiste, informs us that she would rather surf at any other beach but Bondi. Her reasons are that objectionable people live out in that Salubrious Suburb. We advise her to speak lightly of that subject when near the first floor.

The correspondent for this Branch is in a spiteful mood to-day and scathing remarks could be passed about many others—but just think of all the trouble.

Chas. Donaghey returned from the North this week and told us many woeful tales of the flood and the destruction wrought by them—and his Red Shadow. We hear he snapped a telegraph in halves whilst the flood waters swirled around its top.

We wish to welcome Nancy Scheidel to the Film Examination Department. ON VACATION.



Miss Bell, of the N.S.W. Exchange, has departed on her first annual holidays. Incidentally this gives her her first real chance to see Sydney—Sydney the only city of Australia—Take that, Melbourne and Brisbane—how do you like it?

Jim Gatward, of the Despatch Department, is at Thirroul, visiting Strawberry.

Mick Burke, of the Ad. Sales Stock Dept. is spending his annual vacation fishing (?) at Bondi.

Edie Ralfs, of the Film Examination Department, is at present on vacation. Edie is having a cheap holiday, she has gone to bed for a fortnight. We will hear no more moans.



To conserve space, and because our information is not entirely complete, we will list the remainder of Paramounteers on vacation as follows:—

Alice Brown, at Bundanoon.

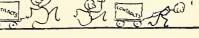
Gwen Young (nee Simmons), at Narrabeen.

May Norris, at Kurrajong.

Jack Taylor, it's a dark secret.

Ruth Edward, at Terrigal.

HAPPENINGS in HEAD OFFICE



Miss Oldroyd is back again. By the brown arms one would believe she had a good time, plenty of surfing and swimming. Well, here's the answer. She did!

Why! I ask you, the hasty retreat from Katoomba? Was it memories of days gone by or did the sun refuse to shine? Alice alone can answer that.

Margaret says "We have nothing on her. She's too good to be true."

We really believe Vee is fading away. What a good job May will be back this week-end or we won't be able to see Vee.

Why the hurry, Iris?

### SPECIAL DIETRICH ADS ELECTRIFY PUBLIC.

Here are illustrations of some of the special advertisements on Marlene Dietrich and "Morocco", designed by Paramount's Advertising and Art Departments for special advance campaigns in the capital cities of Australia and New Zealand.



# Newsforth-Studios

#### FLASHES!!

Louise Brooks, former Paramount leading lady, returns to the talking screen in "It Pays to Advertise", a romantic comedy farce. Carole Lombard, Norman Foster, Eugene Pallette and Skeets Gallagher head the cast, and Frank Tuttle is directing.

Filming has been completed on "Finn and Hattie Abroad", featuring Leon Errol, Mitzi Green, ZaSu Pitts and Lilyan Tashman. It tells the humorous adventures of a typical tourist family on their first trip to Europe.

Clara Bow and Gary Cooper will be co-starred in a dramatic story of the underworld as their next screen assignment. The new pro-

duction, tentatively t i t l e d "City Streets", is from an original by Dashielle Hamette, former detective. Reub e n Mamoulian will direct.

Oscar Straus has been engaged by Paramount to write the music for Maurice Chevalier's next production. tentatively titled "The Smil-Lieutenant" ing Ernst Lubitsch will direct with Claudette Colbert and

 $m{F}_{close ext{-}up}^{OURTEEN}$  days to get one

That was the time spent by Ernest Schoedsack to get a single bit of footage for his new Sumatra jungle picture, "Rango", now being edited at the Paramount studios in Hollywood.

The close-up is that of Rango, the baby ourang, from which the picture gets its name, peering from the window of a small bamboo hut at Schoedsack's jungle camp.

Schoedsack and his cameraman, Alfred Williams, were able to work but three to four hours each sunlit day during their eight-months stay in the Achin country. This, because, contrary to popular belief, the tropical sunlight at the equator is brilliant only during the mid-day hours, falling into heavy showers of yellowish cast in the morning and afternoon.

#### FLASHES!!

William Powell has started work on "Cavalier of the Streets", which is based on the novel by Maude Truax Richard Wallace Carole Lombard, Wynne Gibson, Lawrence Gray, Guy Kibbee and Maude Truax. Richard Wallace is directing.

Instead of "Up Pops the Devil", Nancy Carroll's next starring film will be "Between Two Worlds", by Edward Goulding, who will also direct. The principal male roles will be handled by Fredric March and Charlie Ruggles

Jackie Cooper, one of the "Our Gang" players, who appeared in comedies under Hal Roach, has been borrowed by Paramount for

the title role of "Skippy". Mitzi Green and Jackie Searl will also have important parts in the production.

250

Miriam Hopkins in friend, George Baxter, in "The Right to Love". Baxter's chariot is the New York Stuthe feminine cast. latest thing in high-powered roadsters.

Emil Jannings returns to the Paramount fold to play the leading role in "The Man I Killed". It is from the play by Maurice Rostund. and will be directed by Ernst Lu-Producbitsch. tion starts late in March at the dios.

# SELLING SELLING



## NEW, ATTRACTIVE AD. SALES ITEM.

THE new star and production banners, recently supplied to the branches, represent the smartest, most attractive material for reaping in the extra money offered for years. They're attractive, both in color and design, and they're available on all stars and featured players, and will be made for every big special.

In this item, you are given another medium for boosting the standing order. That the banners are real seat-sellers needs no gain-saying. Go after them. Keep them in employment constantly. Not one should be resting idly on your shelves.

#### TITLE CHANGES.

Notification of a number of title changes on forthcoming product has just been received from the New York Head Office. Tentative changes in titles include the following:

"Sex in Business" to "Honor Among Lovers"; Jack Oakie's "June Moon" to "The Boy Wonder"; "New York Love", Clive Brook-Tallulah Bankhead, to "New York Lady"; and "City Streets" as the tentative title for the Clara Bow-Gary Cooper special.

Definite titles set are: "New Morals", Ruth Chatterton, to "Unfaithful"; "It Pays to Advertise", Carole Lombard-Norman Foster, definitely set; and "The Westerner", Richard Arlen, to "Gun Smoke".

## SELLING TIPS. By LEN JONES.

(Editor's Note: This is the third of a series of sales talks which can be employed by Ad. Sales Managers in selling an Exhibitor.)

"HAVE you ever used any of our starhead medallions as an advertising or exploitation item? Look them over. They're attractive and cheap, and can be employed in a dozen different ways, for the purpose of selling seats.

"Paramount starhead medallions are the envy of every fan who sees them, and the use of them in competitions will get more response than a great deal more cash value. We have medallions in stock on every Paramount star and featured player, in two sizes 8 x 10 and 5 x 7, and either hand colored or black and white.

"They are not only valuable as contest prizes, but offer a splendid item for window displays and other tie-ups with local merchants. No one will refuse you window space if you have something attractive to display, and our colored starhead medallions are the most artistic material in our stocks.

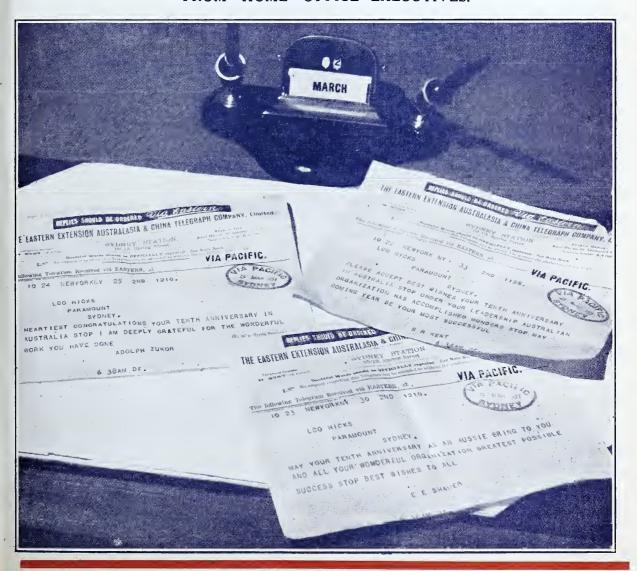
"If you're still not convinced of their worth, order a couple as prizes for the next contest. Your patrons will like them, and you'll be back for more".

Vol. 5.-No. 4.

SYDNEY, AUSTRALIA.

March 11th, 1931.

MR. HICKS RECEIVES TENTH ANNIVERSARY CONGRATULATORY CABLES FROM HOME OFFICE EXECUTIVES.





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Swictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. March 11th, 1931 No.-4.



W ILLIAM (Bill for short)
Clark returns to Sydney on
Saturday next by the R.M.S.
"Manowai". Bill certainly knows
his ships. Across on the "Malola"
and back on a new boat. That's
salesmanship. The gang in Head
Office are busy thinking up a fitting welcome. You can guess what
it will be with Bill Hurworth and
Fred Gawler on the reception committee.

When Bill arrived in New York, Jimmy Walker, with a big committee and the U.S. Marines Band were on the station platform. "What a town," said Bill, as the train pulled in, "they never forget you."

The reception committee, however, swept right past. It was then that Bill learnt that Big Bill Thompson, Mayor of Chicago, was a passenger on the same train. However, when he went across the river (or should we have said under the river), to New Jersey, the reception he received there from the Clark family more than made up for the New York disappointment.



I HAVE received so many kind letters of congratulation on my Tenth Anniversary this month in Australia, from members of the Paramount organisation that I must take this means of thanking them, one and all.

Suffice it to say that I celebrate this Tenth Anniversary in happy recollection of the very devoted and loyal service given me by every one of you boys and girls. Without your loyal support, I would not have been able to carry on in the leadership of Paramount here. Your enthusiastic and successful work for Paramount has enhanced whatever success I have achieved.

The many sincere letters I have received from you make me feel all the more proud to be your leader. It strengthens my confidence in you. I know that in your pledges to me that you will make this month of March a great month of increased business, you will succeed.

As Mr. Shauer has asked that we of the Blue Ribbon Bunch join in the BANNER YEAR CONTEST with the other world-wide Divisions for greater business, l, in turn, take this opportunity to urge every one of you to help me keep my pledge to him. Truly, with your unrelenting efforts this year, my Tenth Anniversary in this part of the world for Paramount and with you, is bound to be exceptionally happy.

Inoinside of



#### STANDINGS AT MARCH 7.

# Announcing the Foreign Legion's 1931 BANNER YEAR CONTEST Jan. Jan. Jan. QUATER AWARD John QUATER AWARD AWARD AWARD AWARD AWARD AWARD AWARD

#### NEW QUOTAS EVERY QUARTER.

#### DIVISIONS.

Position					Pe	rce	ntage.	
2	C.	E.	wler Hende: Craig	rson	 			88.61 88.43 81.56

#### BRANCHES.

1	A.	Olsen Batavia	104.49
2	P.	Board Adelaide	91.59
3	H.	Kelly Melbourne	90.28
4	G.	Brookes Sydney	89.44
		Kennard Singapore	87.00
		J. Shepherd Brisbane	86.62
7	S.	H. Craig Wellington	81.56
		Abotomey Perth	78.62
		Robinson Sourabaya	42.72

#### AD. SALES.

1	M.	Whitelaw	Launceston	131.46
		N. Varcoe .		97.75
3	H.	Quincey	. Brisbane	86.79
4	R.	Lawn	Perth	82.75
5	J.	O'Neill	Sydney	82.02
6	W.	Bignell	. Adelaide	81.31
7	В.	Kuch	Wellington	62.91



R. HICKS has just received from Mr. Shauer details of the new international sales drive which will be known as the Foreign Legion's "Banner Year." Contest. Including four additional offices—China, Finland, Roumania and Jugoslavia—there will be a total of 26 participants in the contest, which is confidently expected to develop into the most brilliant and decisive in our history.

The Blue Ribbon Bunch is going to play just as important a part in this new contest as it has done in the past.

The contest has been divided into four quarters, and quotas will be adjusted every three months to meet changing conditions and to equalise the chance of winning for every office.

A prize will be awarded to the division leading at the end of each quarter, and a grand prize will be presented to the winner of the year's drive.

This "Banner Year" Contest is dedicated to our chief executives—Mr. Zukor, who will sponsor the grand prize; Mr. Kent, the first quarter prize; Mr. Lasky, the second quarter prize, Mr. Shauer, the third quarter prize; Mr. Seidelman, the fourth quarter prize.

The prizes will be small bronze replicas of the Paramount Building, each one resting on a handsome mahogany stand, bearing a panel with a suitable inscription. To distinguish it from the quarterly prizes the grand prize will be given a gold or silver plating.

There is a definite significance attached to these prizes which, we feel sure, will be thoroughly understood and fully appreciated by everyone. The Paramount Building stands as a monument to the leadership and achievements of our company, and these replicas will, in turn, remind the winners of their own leadership and achievements during this Banner Year.

This year, for the first time, the Home Office will present a special prize to the winners of the various local drives. That means, the winning office in the inter-exchange contest, in Australia, in Great Britain, in Spain, in Italy, or in any other division, will receive a Home Office prize in addition to the local award. The nature of these prizes will be determined and announced at the end of the year.



#### DO IT NOW!

## PARAMOI



From Left to Right: Sylvia Sidney, Paul Lukas, Carole Lombard, Regis Toomey, and Carman Barnes.

#### NEW STARS ON THE HORIZON.

MR. LASKY INTRODUCES SOME NEW FACES.

NQUESTIONABLY the greatest star-maker in the industry, is Mr. Jesse L Lasky, Vice President in charge of production. Mr. Lasky has probably brought more players to the front than any other man connected with the motion picture business. Chevalier, Chatterton, Rogers, Powell, Bancroft, and many others were picked from the ranks for stardom by our production chief. Now he announces a group of new faces, and a number of featured players that are in line for stardom in the near future.

Among the featured players mentioned are, Paul Lukas, Regis Toomey, Carole Lombard, Phillips Holmes, and Fredric March. These players are being coached along, and in a very short while, will be stars.

We all are well acquainted with the excellent work these players have been giving, and their growing popularity at the box-office, particularly the performances of Paul Lukas and Fredric March. New personalities to the Paramount contract roster are: -- Sylvia Sidney, who will be featured with Gary Cooper in "City Streets"; Carman Barnes, the eighteen-year-old novelist whose first appearance will be in "Debutante"; and the juvenile players, Jackie Cooper, who has been selected from an army of kids play the title "Skippy"; Jackie Searl, who will be remembered for his excellent work in "Tom Sawyer"; and Robert Coogan, young brother of the famous Jackie, who will make his initial appearance in "Skippy".



From Left to Right: Jackie Cooper, Phillips Holmes, Jackie Searl, Fredric March, and Robert Coopan.

## "RIGHT TO LOVE" FOR LONG RUN.

#### SPECIAL CAMPAIGN.

CLOSE on the heels of "Morocco", Paramount has another splendid production for extended season release, which should clean up equally well. It is Ruth Chatterton's dramatic gem, "The Right to Love", in which the new Western Electric New Process Recording is introduced.

A special advertising campaign, equal in magnitude to that instituted to introduce Marlene Dietrich, will precede the release of "The Right to Love" as a plug for the New Process Recording. As in the case of the Dietrich campaign, the ads. will be designed by John E. Kennebeck, Sales Promotion Manager, and Hermann E. Flynn, Advertising Manager.

#### "IT'S A BOY!"

From the Wellington "Post":

"Mr. Otto Doepel, prominent film man in this city,
was, to-day arrested for
acting in a strange manner
in Cuba Street. Constable
Murphy, who charged Doepel at the Lambton watch
house, stated that the prisoner, after kissing him several times, stopped the traffic
and shouted to every motorist, 'It's a Boy, It's a
Boy'."

The above must not be taken seriously, but is just our way of announcing to the Blue Ribbon Bunch that to Mr. and Mrs. Otto G. Doepel a son has been born. Daddy and baby are doing nicely, thank you.

## PUNCH

and ALWAYS!



# BRICH (DES)

## PERTH 2 PARS

Bert Kelly and Lou Poliness have just returned from their vacation which they spent in the Victorian Alps. Bert came back with a feather in his hat . . . a pronounced yodel . . . and a mous-

tache.

MURMURS From MELBOURNE

The much discussed and eagerly awaited "MONTE CARLO" has arrived at last, and after a well prepared advance advertising campaign by ex Paramounteer, George Nacked, commenced with a midnight premiere at the Ambassadors Theatre. It looks a certainty that business will be big with this Lubitsch masterpiece.

The boys and girls of the Melbourne Branch are on their toes for extra business for the special drive in honour of Mr. Hicks.

Don Broadley has been working the clock round lately despatching big shipments of film to Sydney.

Bert: "Don't you think that the acoustics in this theatre are bad?" Claude: "I don't smell anything."

We notice that Jeff Ralph is an expert with the saw. His ironing board (or spring board) will bear out these remarks.

Reg. Kelly, bigger and better than ever was a recent visitor to the Melbourne office. (Thanks, it's about time I got a break in my own paper.)

Harry Hill has been proving his worth as a cricketer. His last few innings are reminiscent of a well known English cricketer namely, Duckworth.

Our congratulations to Harry Whittington, who is the proud father of a bouncing boy. This also proves of great interest to Auntie Madge of the Accounts Department.

We also have to report that our Branch Manager, Mr. Abotomey,

This week's Cricket Match should be an easy win. One of our country exhibitors (Mr. Moore of Corryong), who is at present in Melbourne for the Country Cricket Week, has consented to play with Paramount.

Branch Manager, Mr. Abotomey, made a big all round score last Saturday.

One of the female members of

our staff is apparently receiving the attentions of a very pressing young

HAPPENINGS in HEAD OFFICE



Muriel was sweet 17 last Tuesday. We had our usual party and wished the guest of honour Many Happy Returns of the Day.

Miss Donkin, of the New South Wales Accounts, has been transferred to Head Office in Miss Amster's place as Secretary to Mr. Groves. Head Office welcomes Miss Donkin and wishes her every success.

Lily Amster left us on Friday last to take over the more important job as wife of Mr. Sam Green. Lily has been with us quite a long time now and we are going to miss her. The girls gathered round and made a presentation, and after shedding a few tears, Lily received the congratulations and good wishes of her fellow Paramounteers.

Tom Hurney returned from his vacation with a choice variety of fish yarns. A "Punch" reporter learnt, however, that one flounder was the limit of Tom's catch. When interviewed he stated, "But you should have seen the prawns I got." Which reminds us that prawns are easily caught. All that is necessary is to place a net in the water.

man. 'No' for an answer does not wash with him.

#### "MOROCCO" OPENINGS STAGGER INDUSTRY.

#### PHENOMENAL RETURNS.

/ITH its sensational Australian openings at Sydney and Melbourne, "Morocco", Paramount's greatest love story, has staggered the industry. In its third week at the Prince Edward Theatre, the picture continues to pile up grosses reminiscent of boom times, whilst its first night at the Melbourne Capitol recorded figures far in excess of any received for more than a year.

Some time ago, Mr. Hicks made the statement that, regardless of the times, good pictures properly sold to the public, would bring in the money. "Morocco" has clearly and conclusively demonstrated the

truth of that statement. "Morocco" is one of those good pictures. It was properly sold, both in Sydney and Melbourne, and its current success may be regarded as the inevitable result.

#### BRANCH GOSSIP (Continued).

H.O. NOTES (Continued).

Heather ("Chloe") Sommerville (do we spell it right this time, Heather?), is holidaving at Mt. Wilson.

Frankie Fuller, of the Film Examination Department, is spending her annual vacation in Melbourne.

Dick Horwood of the Despatch Department, has motored to Bowral for his holidays. Dick is a notorious woman hater, so decided on Bowral as being the least likely place to attract members of the weaker sex.

Frank Deane (engaging an office boy): "How many letters in the alphabet"?

Boy: "Twenty six."

Frank: "You're too smart. How many letters in the post office?"



Apart from the newcomer into the Doepel household, reported elsewhere in this issue, news from the Wellington exchange is very scarce this week.

Eileen Corcoran now occupies the position of assistant Sound Film Repairer, left vacant upon the resignation of Myrtle Petersen.

Tom: "I sang in a choir". Ben: "How long?"

Tom: "Till they found out what was the matter with the choir."

Mavis Rutter, of the Film Repair Department, is holidaying at Picton.





No. 3, LEN. JONES.

 $A^{\scriptscriptstyle T}$  Head Office, there is a serious young family man named Len Victor Jones. People have asked if he is the same Len Victor Jones who won the tobacco spitting championship of Masterton, N.Z. in 1920. He is, but he is no longer champion. In 1927, a short pudgy old man named Bill (Pork Barrel) Tompkins, cleared the church steeple, without the aid of a strong breeze. Len Victor Jones in 1920, had waited for a windy day, and then had only hit the steeple

After winning the championship in 1920, Len came to Sydney, just like a beauty contest winner going to Hollywood. After joining Paramount, Len forgot his athletic prowess, and devoted his life to keeping Branch Ad. Sales Managers up to the mark.

Forgetting the foolin', Len Jones is one of the most loyal and hardworking guys in the organisation, and one of the boys who is mainly responsible for "Paramount Service"...

# Newsforth-Studios

#### FLASHES!!

Sylvia Sidney, former stage star, has been given the feminine lead opposite Gary Cooper in "City Streets", replacing Clara Bow, previously announced for the part. Others in the cast are Paul Lukas, Kay Francis, Stanley Fields and Guy Kibbee.

With the assignment of Charlie Ruggles, Katherine Leslie and Melvin Douglas to important roles, the cast of "New York Lady" is now complete. Tallulah Bankhead and Clive Brook are co-starred under the direction of George Cukor.

Clara Bow's next production will be "Working Girl", from the Broadway stage production, "Blind Mice". Lothar Mendes has been assigned to direct this film, and a number of popular contract players will have featured supporting roles.

#### CHEVALIER CHOSEN.

MAGES, prominent weekly newspaper of Cairo, Egypt, has selected an Englishman, an Italian and a Frenchman as the world's three most popular men.

The first choice is Edward, Prince of Wales, "because he personifies the Prince Charming of childhood books and also sets the fashion for the masculine world." Mussolini is second "because he averted his country from a revolution and placed Italy in the first rank of world powers."

The third selection is Maurice Chevalier, Paramount film star, "because he is one of the few international stars of the talking screen and still is unaffected by his success."

#### FLASHES!!

"The Conquering Horde" has been selected as the definite title for Richard Arlen's new western film, previously known as "Stampede". In the supporting cast, are Fay Wray, Claude Gillingwater, George Cooper, Ian MacLaren and Arthur Stone.

"Manhattan Musketeers", describing the rise and fall of an idolised jazz band leader, will be the next assignment for Charles Rogers, Skeets Gallagher and Stuart Erwin. Production starts soon in Hollywood, with Edward Sutherland directing.

Fredric March will appear opposite Nancy Carroll in her next production, "Between Two Worlds", from an original by Edmund Goulding, who will also direct. Heading a strong supporting cast will be Charlie Ruggles.



Shots from three big specials which arrived by the last shipment. From left to right: George Bancroft in "Scandal Sheet" with Clive Brook and Kay Francis; Gary Cooper as the Indian scout in "Fighting Caravans" and Ruth Chatterton in "The Right to Love".

# SELLING - SILLING - SILLIN

## ENTHUSIASTIC RESPONSE TO SPECIAL MARCH CAMPAIGN.

#### LOYAL TRIBUTE TO MR. HICKS.

THUSIASM marked the response by Ad. Sales Managers to the proposal by Mr. John E. Kennebeck, Sales Promotion Manager, of a special March drive in commemoration of Mr. Hicks' tenth anniversary as leader of the Blue Ribbon Bunch.

In answer to Mr. Kennebeck's special letter in this connection, each Ad. Sales Manager pledged his support of the movement and gave some indication of how he would attempt to make March a record month.

The following are extracts from some of the letters received:

"I will spend more nights in visiting showmen during the next four weeks in addition to getting out of the office as much as possible during the day, and hope to go over quota every week next month". H. N. Varcoe, Melbourne.

"I will do my utmost to make next month a record month of increased business for this Branch, and by this means do my part towards paying a loyal tribute to Mr. Hicks". W. Bignell, Adelaide.

"I can assure you that everything possible will be done by this department to make the month of March a huge success, and a record one". G. H. Quincey, Brisbane.

"I shall indeed give my best possible service for this organisation as I have endeavoured to do in the past, and you can be assured that business in this branch will certainly increase over past figures". R. Lawn, Perth.

That the enthusiasm displayed by Ad. Sales Managers in their replies to Mr. Kennebeck is something more tangible than words, is proven by last week's figures. Quincey, of Brisbane, Varcoe of Melbourne, and Whitelaw of Launceston, made good their promises by going over quota, whilst Lawn of Perth and Bignell of Adelaide, were both within a very few pounds of doing the same.

### SELLING TIPS. By LEN JONES.

(Editor's Note: This is the fourth of a series of sales talks which can be employed by Ad. Sales Managers in selling exhibitors).

"Have you ever considered the seat-selling value of Paramount's Sound Trailers? Contrary to common belief, they are not merely extracts from the picture, but are made specially and separately for the express purpose of selling seats.

"Every showman knows that newspaper advertising is wasted on a large percentage of the community. Many people flip over a page of advertising matter without so much as a glance, but no one will fail to see and digest that which appears before them on the screen. It is quite evident, therefore, that a sound trailer will reach more people daily than a well-thought-out adin the newspaper, although the latter has its merits.

"When viewed in the light of advertising, Paramount Sound Trailers are as cheap an item as any procurable. Yet, in spite of this, they are unquestionably seen by more persons. They contain more selling copy than a dozen ads. and show just enough of the picture to arouse the curiosity. As seat-sellers, they're unequalled for the cost. Try one on your next special and be convinced of their worth."

#### YOU CAN ALWAYS SELL MORE AD. SALES.

#### An Ad. Sales Order with Every Contract!

Vol. 5.—No. 5.

SYDNEY, AUSTRALIA.

March 25th, 1931.

## OUR LEADER



THE boys and girls in the field are putting everything into a special drive for extra business during this month as a tribute to Mr. Hicks. This special drive is bearing results and in a few weeks time Messrs Clark and Hurworth hope to place before Mr. Hicks figures that will clearly demon-strate that "It Can Be Done".

Portrait By— George Lawrence.

SUNDAY last,
March 22, marked
the tenth anniversary
of Mr. Hicks as Managing Director of Paramount Pictures in Australia, New Zealand
and the Far East. The
high esteem in which
our leader is held by
the entire Blue Ribbon
Bunch was shown by
the celebrations that
were held in Head Of-

fice and every branch.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. March 25th. 1931. No. 5.



 $W^{E'VE}$  all heard stories about Sedalia and Omaha, but here's the latest. During Bill Clark's visit to the Studios, he engaged in an argument with Gene Pallette (a Sedalia home-town boy). Bill had no chance against the strong-voiced Gene. However, lack Oakie came along, and Bill thought that then he had a chance. Jack Oakie, you will remember, was born in Sedalia, but spent most of his life in New York (Bill's home town). "Jack", said Bill, "tell this bucket that Sedalia is just a hick town", "No Sir", replied the famous funster, "no hick town would be the birth-place of two such famous stars as Gene and Myself.

"Keep in touch with me", he said as he walked away, leaving Bill Clark outnumbered and beaten.

Which records just another story of that famous town that produced such famous men as Mr. Hicks and the two Paramount comedians.



### A NEW STAR

AGREAT new Paramount screen personality will shortly become a prime favorite of theatre-goers throughout the world. Again Paramount has scored a ten-strike.

A very strange thing has happened—a girl of eighteen, who has already made her mark as a "best seller" author and who was sent to our Hollywood Studio as a member of our writing staff, has shown every attribute of becoming an outstanding talking picture star. It is Mr. Lasky's prediction that she will be an overnight sensation with the release of her first picture.

The girl is Carman Barnes, and the production in which she will make her bow to the public as a Paramount star will be "DEBUTANTE", the story of which she, herself, is writing, and production on which will start at the West Coast Studio as soon as her script is completed.

Cables, letters, stories and photographs have been pouring into Head Office from the Hollywood Studio in such profusion as to indicate that Mr. Lasky and his associates have made a discovery comparable only to that of of Maurice Chevalier and Marlene Dietrich.

The whole studio, from Mr. Lasky and Mr. Schulberg down, is simply wild with enthusiasm over the potentialities of Carman Barnes as an outstanding screen luminary and box-office magnet. We have seldom, if ever, witnessed such enthusiasm over any new or established actor or actress, and you know that is saying a good deal, for when Mr. Lasky is sold on a player, he literally bubbles over with excitement and shouts it from the housetops.

Inoinstated

#### CLUB PICNIC.

M EMBERS of the Paramount Club had a day out on Sunday last. Half a century of members and friends clambered into touring buses and cars, and then to Dee Why for luncheon, and later to Palm Beach, where surfing and athletic events were the order of the day.

Those who captured the prizes were Owen Goodland and Nellie Adler (one of the Adler trio).

Community singing on the way home was a happy finish to a great day. (See picture on Page 8 of this issue.)

#### TENNIS SOON!

THE Tennis Court at Head Office is being prepared for the coming season. It is hoped to have some of the tennis stars of the State give exhibitions. Those being approached are, J. O. Anderson and B. Moore, Australian Junior Champion.

## SOUTH ISLAND SOLD 100%.

S TAN CRAIG, General Manager for New Zealand, advises that Wally Smith, appointed salesman to the Wellington Branch has just returned from a trip through the South Island. Contracts previously received, coupled with those finalised by Smith, now give Paramount 100 per cent. distribution in the wired possibilities in the South Island.



### STANDINGS AT MARCH 21st.

#### DIVISIONS.

Position		Percentage.
1 F. Gaw	ler	88.10
2 C. E. H	Ienderson	87.35
3 S. H.	Craig	78.66

#### BRANCHES.

1 A. Olsen Batavia	110.83
2 T. Kennard Singapore	92.33
3 H. Kelly Melbourne	90.18
4 G. Brookes Sydney	88.10
5 C. J. Sheperd Brisbane	88.09
6 P. Board Adelaide	87.66
7 S. H. Craig Wellington	78.66
8 C. Abotomey Perth	77.07
9 S. Robinson Sourabaya	40.66

#### AD. SALES.

1	M. Whitelaw Launceston	117.24
2	H. N. Varcoe Melbourne	94.83
3	H. Quincey Brisbane	86.67
4	W. Bignell Adelaide	84.11
5	R. Lawn Perth	81.98
6	J. O'Neill Sydney	79.88
7	B. Kuch Wellington	66.00

#### "DADDY!!"



The everswelling ranks of proud fathers took in yet another member last week, when Frank Deane, Manager of the Purchasing De-

partment, became the daddy of a bouncing baby boy. The new addition to the Deane family, David Alexis, was born on Friday, March 20th.

While it would be difficult to imagine Frank behaving in a riotous manner, it has been heard from reliable sources that he turned eleven hand-springs, and threw two typewriter salesmen out of the office when the news arrived.

## HENKEL AFTER MISSING 'PLANE

TED HENKEL, musical genius at the Capitol Theatre, and who recently received his aviator's certificate, was one of the first volunteers on Sunday last, to fly in search of the missing 'plane, Southern Cloud, Clyde Hood, stage producer for Union Theatres, and a close personal friend of Henkel, was one of the unfortunate passengers on that fateful trip.

Henkel, incidentally, has become one of the most popular members of the Paramount organisation in Melbourne.

## PARAMOI

#### BLUE RIBBON BUNCH PAYS TRIBUTE TO MR. HICKS.

#### TENTH ANNIVERSARY CELEBRATION.

NE of the most memorable dinners ever held in the history of the Paramount organisation in Australia, was held on Monday night last, at the Hotel Australia, to celebate the tenth anniversary of Mr. Hicks' stay in Australia. The banquet was tendered our chief by the senior members of the staff at Head Office, and the New South Wales branch. The evening also served to welcome back Mr. Clark, after his trip to the Home Office.

Mr. Sixsmith, who presided, read wires from the branches stating that each and everyone was that day celebrating Mr. Hicks' anniversary either with a luncheon or dinner. This nation-wide celebration by Paramounteers is undoubtedly one of the highest tributes ever paid to a leader in this country, and clearly demonstrates the high respect in which Mr. Hicks is held by his own boys and girls.

Replying to the toast proposed by Mr. Hurworth, and seconded by Mr. Kennebeck, Mr. Hicks spoke for over an hour. He spoke at length on the manpower of the organisation, the stability of Paramount, the theatre situation, and the present depression.

"There is no doubt about it", he said, "There is a depression. Admit it, and then forget it. You Australians must have more confidence in your country. That is the only way for you to pull out of this present situation".

Mr. Hicks' speech was perhaps the most forceful of his career in this country. It was a speech of sincerity and love. Love for Paramount, and his fellow Paramounteers. It was a speech that will never be forgotten by each and everyone of those present. It was indeed a memorable dinner.



Some of the male members of the Paramount Club snapped at their outing at Palm Beach on Sunday last.





#### NO. 4. OTTO GLEN DOEPEL.

TTO GLEN DOEPEL was born on a sheep station in Western Australia. When he was seven his father handed him a crook and told him to go take care of the sheep. "Hum to 'em, Otto," advised his

'I can't hum," said Otto.

"Anyone who can say 'hum' can hum," retorted his father, booting him out of the door.

So Otto walked down the road and nobody heard anything of him until he came to Paramount many years afterwards. Some say he spent those years throwing rocks at sheep. Others the sheep were throwing rocks at him. Still, Otto came to Paramount, mad' for himself a name, and took unto himself a wife. Then to New Zealand. where there are not so many sheep as in Australia,

## r Punch

## and ALWAYS!



# BRICH (DAX)



Verna Browne is holidaying at present. Trout fishing at Lake Taupe is to be followed by a motor tour to New Plymouth, Rotorua and Napier, with a breath of mountain air at Tongariro to complete a most enjoyable vacation.

We welcome Miss Dorothy Woods, who has joined the staff of the Film Room.

#### CAPITOL CHATTER.

In spite of the rain last Sunday, the Capitol Cricket team had an exciting game with the staff of the Sir Henry Barkly Hotel. At one stage, the Sir Henry Barkly team only wanted 13 runs to win, but the Capitol boys proved too strong for them, and won by 5 runs.

It was a great sight to see Les Evans come from behind the wicket and bowl. The change proved successful, for he sent to the Pavilion the batsmen who were getting the runs.

The match was played for a dinner, which was thoroughly enjoyed by everybody, at the expense of the losers.

Miss Rina Windred looks very fit after spending a fortnight's vacation in Adelaide. The only drawback was that the Adelaide folks were too fond of retiring early, but from what we hear, she must have found one or two who were not so bad.

## HAPPENINGS IN HEAD OFFICE.

We had a visit last week from Miss Clare Griffin of the Brisbane Exchange. We hope she liked the place, and will come again some time.

By photos we have seen, taken at the picnic on Sunday, there was a good time for all. They appear to have enjoyed themselves by the smiling faces, and cameras don't lie.

A certain young man in Head Office is anxious to know why one of his partners in office duties is busily making paper flowers these days. But she won't tell, so we can't.

Heather Summerville is back from holidays, looking blooming and better than ever. Yes! she says she had a very nice time, thank you.

## DAYINGS YEAR

Mick Stanley and Willie Peck of the Despatch Dept., went to Koolewong fishing over the weekend. Judging by the number of prawns they had for bait, they must mean to set up a fish business.

The boys of the Booking and Despatch Dept., want to know why Jack Edwards did not go to the picnic on Sunday?

## Bit3 from Brisbane

Clare Griffin, of the Accounts Department, is at present in Sydney, on holidays. It is understood that she will include the Mountains in her sight-seeing.

We have had a visit from Mr. and Mrs. Julius Fisher, of the Capitol Theatre, Singapore. They arrived on the s.s. "Marella", en route to their home.

Bob Sapsford of the Booking Department, recently returned from his holidays, which were spent in Maryborough. Golfing and dairy-maids' were the main attractions. Since his return, we understand, he has been rising at 6.30 a.m. each Sunday—are there any dairymaids at Goodna, Sapy?

Jim Fleming, is having rather a bad time of it. Floods, insects, animals, etc., are all against him. His "garden" is no more. However, he is giving it another go, being a firm believer that "it is better to have sowed and lost, than never to have sowed at all".

If there are any points desired on how to sell a car, purchase a car, or anything to do with a car (particularly a DODGE), kindly apply to C.J.S. of Brisbane Branch.

### WILLIAM J. CLARK RETURNS.

BACK FROM TRIP TO THE HOME OFFICE AND HOLLYWOOD STUDIOS.



"Bill" Clark snapped with Gene Pallette at the Paramount Hollywood Studios.

AKING her maiden trip to Australia, the Union liner, R.M.S. "Monowai", arrived in Sydney on Saturday, March 14th, with a number of well-known personalities. Perhaps the most important aboard, from a Paramount viewpoint, was Mr. William J. Clark, General Sales Manager of the Blue Ribbon Bunch. "Bill", as we all know him, arrived back after a four months' trip to the home office and the Hollywood studios.

Despite the fact that the boat berthed at 8 a.m., there was a big bunch of the boys, led by Mr. Hicks, down at the wharf to give Bill a fitting welcome.

During his stay in New York, Mr. Clark had several long talks with our executives, including Mr. Shauer, who is back again at his desk, after a long illness.

"I wish", said Mr. Clark, "that every member of the organisation could hear first hand, the remarks of our executives who all expressed the utmost confidence in the Blue Ribbon Bunch. Mr. Zukor said that, although he was greatly concerned regarding the present financial situation, he had the highest confidence in Mr. Hicks and the Australian organisation, and he knew

that we would pull through with flying colors".

Mr. Clark spent ten days in the Hollywood studios, where one of the first he met was Mr. Lasky.

"Our production chief", states Mr. Clark, "talked for a long time on the new product, and said that already there was on hand several completed productions that were unquestionably long run material. Some of these pictures will introduce a number of new faces. These new stars have been recruited chiefly from the stage. Although new to pictures, they have come with a thorough training in stage technique.

"Mr. Lasky", continues Mr. Clark, "is particularly interested in the success of the product in the foreign field. He wants personal comment from the men in the field, providing, of course, that such comment would prove constructive".

During his stay in the studios, Mr. Clark met most of the stars and directors, and although most of them knew Australia only as a spot on the map, they nearly all expressed a desire to pay us a visit. "Just to see what Australians looked like", concluded Mr. Clark.



## News from the Studios



Here they are... "Fin and Hattie Abroad". None other than Leon Errol and ZaSu Pitts in the title roles of this coming Paramount "natural".

#### ROBERT COOGAN MAN OF PEACE.

being filmed is an inexhaustible source of charming anecdote. The week's chuckle is supplied by little Robert Coogan, Jackie's five-year-old brother. There is a scene in which Robert, as Sooky, has a fight with Jackie Searl; a fight that Robert is supposed to start. The cameras are ready, the lights were ready; the director ordered action. Nothing happened, Robert just stood there.

"Fight him, Robert", urged Director Taurog. "Hit him. This is the scene".

Calmly and slowly Robert turned his head.

"I'm not mad at him. I can't fight when I'm not mad", he explained.

#### FLASHES!!!

Ruth Chatterton has completed work on "Unfaithful", in which she is again supported by Paul Lukas. Richard Wallace directed, with Juliette Compton, Paul Cavanagh, Lester Vail, Douglas Gilmore and Donald Cook in the cast.

"Monkey Business" has been decided upon as the next picture for the Four Marx Brothers. The quartette of clowns will shortly leave London, where their stage appearances are proving them international favorites, for Hollywood.

"Man of the World" has been selected as the final title for William Powell's latest production, previously known as "Gentleman of the Streets". It is from a story by Herman Mankiewicz, based on Michael Arlen's "Cavalier of the Streets". Carole Lombard and Wynne Gibson head the cast.

Paramount plans to poke fun at the big, bold two-gun men of the west in the forthcoming production of "Dude Ranch", in which Jack Oakie will head a special cast. Stuart Erwin, Skeets Gallagher, Eugene Pallette, and Mitzi Green will also be featured.

Clara Bow's next production will be "Kick In", instead of "Working Girl", as was previously announced. In the supporting cast will be Norman Foster, Wynne Gibson and Regis Toom<sup>2</sup>y. Lothar Mendes will direct at the Hollywood studios.



"Aw give us a break, Mitzi", says young Jackie Cooper in a scene from "Skippy" which is at present in production at the Hollywood studios.

### NOISELESS PAPER IS PERFECTED.

HOLLYWOOD property men no longer will have to sprinkle with water the telegrams, I letters, newspapers, and love notes the actors open and read before the cameras. Dry paper. unfolded or crumpled within range of the microphones sounded like a battery of machine guns, or an electrical storm over a mountain canyon. A new crackle-less paper has been perfected; a cotton-processed sheet, soft and pliable. The noiseless paper gets its screen debut in "Man of the World", William Powell's new starring picture, in a scene where he runs a newspaper print shop.

PUSH THE SPECIALS.

U.T. HOUSES IN RECEPTIVE MOOD.

NSTRUCTIONS were issued from the head office of Union Theatres last week, requesting house managers to spend more money than ever before in putting over Paramount specials and long run attractions. This new era, commencing with "Fighting Caravans", marks a decided turn in the affairs for every Ad. Sales Manager in this territory, and the opportunity to bring percentages back to normal.

The job of selling, however, is just as important as before. While each manager is now allowed to buy more Ad. Sales, it can't be guaranteed that he will do so, or that he will buy to the limit of his ability. It is the problem of each and every Ad. Saes Manager to compel the theatre man to live up to his instructions. Being fortified with the knowledge that U.T. heads sanction the purchasing of additional Ad. Sales on these pictures, you can push the local theatre manager to the hilt. The business is there for the taking. It's entirely up to you.



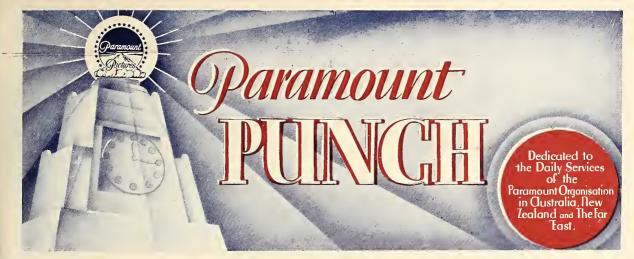
Maurice Chevalier snapped at the telephone when he spoke over the wire to Frank Russell of the Melbourne "Herald". The interested listener is Mr. Mel Shauer.

#### SELLING BY LEN JONES.

... N motion picture advertising, it is the little daily reminders that bring the patrons flocking to the theatre. It is this persistent, unconscious hammering at the subject's brain that eventually brings about and stimulates interest, and gives birth to the desire to see and be entertained. And therein lies the success of colored posters as an effective seat-selling medium.

"Each Paramount Colored Poster has been designed to catch the mood of the picture it advertises. If the attraction is a comedy, the poster presents a teasing invitation to enjoy a good laugh that is difficult to refuse. If the picture is drama, the poster puts over its message with a punch that is equally curiosity-arousing.

"Paramount Colored Posters are the last word in showmanship, designed by showman, for the use of showmen. Each item catches the eye, holds the attention, and provides that little daily reminder that eventually brings the reader to your ticket window".



Vol. 5.—No. 6.

SYDNEY, AUSTRALIA.

April 8th, 1931.





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5 April 8th. 1931 No. 6



W/HAT does everyone do who stays in Sydne during Easter? ... Right the first time ... out to the Show. The day we happened along we noticed quite a number of Paramounteers among the sample carriers ... We saw Hermann Flynn admiring the lines of a champion bull-dog ... the latter had a blue ribbon, which we were told denoted first prize ... and Hermann wore a red tie ... so we guessed he only got second prize ... Looking at cars we couldn't afford to buy, we noticed Charlie Gatward wasting a salesman's time who was trying to sell him a £2,000 Rolls ... Then to the cattle section where he saw a number of prize cows and George Lawrence ... George will be remembered as the composer of that famous song "For Heifer and Heifer" ... But despite the fact that 100,000 people attended the Show ... the Paramount Pictures showing in town recorded capacity business ... which leads us to believe that this depression talk is the bunk.



### "RANGO"

THE faith and vision of a Lasky, plus the courage and daring of a Schoedsack, have resulted in bringing to the screen the most unusual, authentic and fascinating entertainment in the history of motion pictures.

The consensus of opinion, of our own executives, and the industry in general, is that "Rango" will be one of the most sensational money-getters ever released by Paramount. We expect to receive this picture by the s.s. "Ventura", which will arrive in Sydney to-morrow.

Mr. Shauer writes me that he is willing to stake his reputation on the prediction that "Rango" will rank with the biggest money-makers the Foreign Legion has handled, provided it is backed and built up by the right kind of merchandising effort.

"Although two of the principals and all the 'extras' are animals, stamping the picture as a veritable 'who's zoo' of Sumatra, 'Rango'," writes Mr. Shauer, "is not an animal picture, any more than 'The Covered Wagon' was a western."

We, in Head Office, are anxiously awaiting the arrival of "Rango", because the information we have received from the Home Office has fired each and every one of us with enthusiasm. We KNOW that "Rango" will be just as sensational a box-office attraction here as it is in New York.

Juoinstict of

#### "MANY HAPPY RETURNS".



Mr. Shauer.

N Monday last, April 6th, Mr. E. E. Shauer, General Manager of the Foreign Department, celebrated his sixty-fifth birthday. Our chief has recently suffered a long illness, but members of the Blue Ribbon Bunch will be happy to know that he is back once again at his desk.

Paramount "Punch" voices the good wishes of the entire Blue Ribbon Bunch for many more happy birthdays.

## PAUL VERDAYNE FOR SYDNEY.



Paul Verdayne.

dayne, Exploitation Representative in the Far East will leave for Sydney in a few weeks' time, on a well-deserved vacation. Paul, who has been attached to the Far Eastern

Paul Ver -

Department for nearly seven years, will be accompanied on the trip by Mrs. Verdayne and baby.



#### STANDING AT APRIL 4th.

#### DIVISIONS.

Position	Percentage.
1 F. Gawler	85.11 84.70

#### BRANCHES.

1	A. Olsen Batavia	100.93
2	T. Kennard Singapore	95.40
3	H. Kelly Melbourne	88.09
4	C. J. Shepherd Brisbane	87.77
5	G. Brooks Sydney	85.87
6	P. Board Adelaide	84.33
7	C. Abotomey Perth	76.76
8	S. H. Craig Welllington	75.49
9	S. G. Robinson . Sourabaya	43.78

#### AD. SALES.

1	H.	N. Varcoe . Melbourne	92.05
2	N.	Whitelaw Launcesten	86.81
3	W	Bignell Adelaide	86.48
4	J.	O'Neill Sydney	80.61
5	H.	Quincey Brisbane	79.87
6	R.	Lawn Perth	71.95
7	B.	Kuch Wellington	63.96



## BILL HURWORTH ON VACATION.

"BILL" HURWORTH, Assistant General Sales Manager, is at present spending his annual vacation on a "fancyfree" motor tour of the South Coast. "Bill" left on Thursday last, fully equipped with fishing lines, guns and golf sticks. He intends to stop at places where fancy takes him. Which is a good idea, because you can't be traced by wire, and Bill intends this to be a real holiday.

## KENNY GOES TO HOSPITAL.

ESTERDAY afternoon, John E. Kennebeck, Sales Promotion Manager, entered St. Vincent's Private Hospital to undergo a minor operation. He is expected to remain in that institution for about two weeks. 'Kenny' has the good wishes from the entire organisation for a speedy recovery.

"Have a list on your desk of the ten most important things to do to-day, and concentrate".

#### DIROTHY'S BACK.

"Punch" is proud to mention that Miss Dirothy Dox is back with us again after a brief sojourn at the Government hotel at Long Bay. Miss Dox is at the services of Paramounteers in rendering advice on problems of the heart. Her first article under her new contract appears on page 6 of this issue.



#### DO IT NOW!

## PARAMOU

## MR. LASKY LAUNCHES SPRING PRODUCTION DRIVE.

28 NEW PICTURES.

EXPRESSING complete faith in the stability of industry and the return of healthy business conditions, Jesse L. Lasky, first vice-president and production head, has arrived in Los Angeles from New York to launch the greatest production drives in the history of Paramount.

During the next four months, Lasky announced, twenty-eight new pictures will be filmed at the West Coast studios, giving employment to thousands of actors, technicians and other motion picture workers.

"The majority of these productions are of the de luxe classification, which means the expenditure of many additional millions, and, naturally, the engagement of more people," he dectared. "I see no let-up in production during the entire year.

"Better times charged into world industry with the start of the new year," Lasky continued, "and in every line of business activity is registering definite signs of a return to normalcy. Conditions are becoming internationally stabilised and a new sanity, courage, and optimism have entered business.

"The new spirit of public confidence balances itself against the launching of production programmes in all lines of business. Relatively, the improvements that were indicated in the fall of last year were based on hope, but the improvements that

#### NEXT ISSUE, APRIL 22.

The next issue of "Paramount Punch" will be published on Wednesday April 22nd. The "dead-line" for copy is Monday April 20th. Let's have all branch news and other copy NOW.

are now apparent are based upon accomplishment.

"In coming across the continent, I received theatre reports from various metropolitan centres, showing a material increase in business."

"The unfailing barometer of increased production points to fair weather. The film industry is one of the first large employers to respond to the improvement."

Launching of our tremendous production drive in Hollywood will be a concrete expression of Paramount's confidence in the immediate future."

Several out of the way features are cropping up in connection with Maurice Chevalier's new talking film, so far known to fame as "The Smiling Lieutenant". Ernst Lubitsch, who is directing this production, is requiring all his cast to attend rehearsals in complete costume—an innovation in the studio, and on the stage as well, for that matter. And Chevalier, who has been paid thousands for broadcasts over the air, roams around the studio blithely carolling and letting the extras and stage hands scoop up earfuls of harmony for nothing, that are worth a small fortune in themselves.





EVERYONE has heard the story about Claude Henderson who was forced to give up golf because he lost his ball, well, Fred Gawler found it and took up the game. However, the handicapper played him a dirty trick and ever since everyone has been taking him down, which makes Fred sorry that he ever found Claude's secondhand re-paint. But really as a golfer, Fred is by no means a "dud". He can drink gin and Palato out of half piat tankards with the best of them out at Bonnie Doon and his Monday morning stories about the week-end games are really good to listen to. Above, my colleague, George Lawrence, has pictured Fred wearing plus-fours. This is an error on George's part, because Fred never wears the correct golfing pants. He says that he has never been lucky enough to find a pair. Still, you never know, a guy who is lucky enough to find a ball that Claude Henderson has given up for lost will find anything ... Rambler.

ALL WAYS ALWAYS!



One of the Capitol Theatre staff, a popular laddie, Wallie Hobbs, has made up his mind to return to the family roof-tree, and joins his Dad in business. The Capitol boys held a little chevoo and paid Wally some nice little tributes both as a comrade and a conscientious Paramounteer. To back their good words the boys handed over a keepsake in the form of a pipe.

It was a case of "Hail and Farewell", for, right on the departing footsteps of Mr. Hobbs, came Mr. Milne (late of the Theatre Royal), to join the ushering staff and to take over

This is a hitherto unfathomed mystery, but now we throw the spotlight on it.

Calls for aid were heard, a morning or two ago, at the back of the Capi-

tol Theatre stage.

"It's cats", speculated one of the staff, and left the alleged feline visitor to pursue her "ratty" way. Later on, the buzzer rang in the office, and a p'aintive voice said. "Please have a light turned on the stage I'm lost." light turned on the stage, I'm lost". Subsequently one of our staff girls was guided to safety, and blinkingly ex-plained the dilemma. She had gone to deliver a message to Ted Henkel. and the lights had been turned out by the cleaner who had no idea of her presence. Luckily, the groping mes-senger chanced on a buzzer and made good use of it. Otherwise she would have been unwillingly all set to take her part in the morning session. "You nearly made your stage debut", chaffed a friend in the office. "You mean I nearly made myself a d-booby", tartly responded the girleen, who is noted for her ready wit. Next time. she says, she will borrow a miner's lamp to be on the safe side.

## APITOL DYDNEY

Clive Dieppe spent Easter at Dubbo. We wonder who the attraction is.

Byron Kennedy is getting along fine at cricket, and hopes to break Don Bradman's record in the near future.

## Bits-from Brisbane

It is interesting to know that Paramount's Northern Representative has celestial forefathers, who have endowed him with a wonderful memory!

On 21st., March, Graham (George's son and heir), celebrated his first anniversary. Many happy returns, Gra-

We have a theme song Trio in the persons of Jean, Henry and Clem. There is no need to refer to Presssheets, etc., for information desired in respect to Theme Songs, for they know them all - and if their voices are not musical, they can all whistle!

One of the trio is not as bashful as one would imagine-McKinnon's Sundae Shop appears to be a favorite rendezvous.

If optimism and cheerfulness will do the trick. Murray will soon have 100 per cent. representation in his territory.

### HAPPENINGS in HEAD OFFICE

We regret to hear that Mrs. Young's husband has been in hospital, and trust that the recovery will be speedy.

Thelma Willett returned this week from a very enjoyable holiday. She is looking browner and better than

Fay Scott leaves this week for holidays, she has chosen the Mountains as a change from the briny breezes.

We have heard a whisper that Mr. Hurworth has chosen this part of the year for holidaying. He is going armed with lines, guns and golf sticks. We hope the fish bite, the birds won't be too swift, and the links accommo-

Miss Talbot returned last week and looks much better after a quiet holiday at home.

Seems as if everyone is either going on holidays or is coming back. Be' Knowles left last Friday, and is touring the South Coast with a party.

Anyone requiring any information re a good time at Wollongong, just send all enquiries to Mr. A. W. L. Naylor, 3rd floor, Head Office.

It is easily seen that Winter must be near, quite a number of girls have What a started knitting woollies. good job the sheep haven't gone on strike, or there would not be enough wool to go round.

The Head Office correspondent has decided that, owing to the heavy duties laid upon her by The Editor of "Punch", she is going to the stillness of a small place called Bundanoon. (Now that is news, Ed.).

## SMASH OPENING.

"THE RIGHT TO LOVE"
RECEIVES SPLENDID
PREMIERE AT PRINCE
EDWARD.



Introducing a new era in talking picture production and recording, R u t h Chatterton's latest

drama, "The Right to Love", received its gala Australian premiere at the Prince Edward Theatre, Sydney, on Wednesday, April 1st. The customary discriminating firstnight audience was in attendance, according the picture an unusual amount of praise, and expressing appreciation of the new recording system, and the marvellous dual photography.

"The Right to Love" was launched in Sydney following an advertising and publicity campaign equal in magnitude to that instituted for "Morocco", and its gratifying reception on the opening night, indicates a long and successful season.

The Paramount shorts "Moonlight and Romance" and "I Wonder Who's Kissing Her Now", also came in for a good share of praise, each being accorded a big hand at the end.

"A wise man appreciates the mistakes he makes; learns from them and does not make the same mistake twice".

"The man who stops thinking is drifting on to the rocks".

"Do not hesitate to make suggestions that you really know to be good but be modest in bringing them forward".

#### TEN FEATURES.

ARRIVING THIS MONTH FROM U.S.A.

EN features are scheduled to arrive this month from the U.S.A. The s.s. "Ventura", which is due on April 9th, will bring "Rango", a story of primitive life in the jungle, which is expected to be another "Chang"; "Stolen Heaven", with Nancy Carroll and Phillips Holmes; and Claudette Colbert and Fredric March in "Honor Among Lovers". Seven features will arrive on the s.s. "Sierra", which is expected on April 30th. The shipment will include "Unfaithful", starring Ruth Chatterton; "Finn and Hattie". with Leon Errol and ZaSu Pitts: Marlene Dietrich in "Dishonored": "It Pays to Advertise", with Norman Foster, Carole Lombard. 'Skeets' Gallagher, and Eugene Pallette; Jack Oakie in "June Moon", and "The Conquering Horde", with Richard Arlen and Mary Brian, and William Powell's "Man of the World".



Jack Oakie caught by the cameraman taking a quiet nap on the stairs of his home.



Dear Miss Dox.

There's a new blonde in H.O., and boy, what a blonde she is! If Cleopatra were alive to-day, she'd jump into a barrel of snakes for shame. And I'm interested in this embodiment of loveliness as no youth was interested in feminine contours before. However, she wears an engagement ring. None of the girls will tell me whether it's "dinkum" or just a pose, and I'm literally gnawing the furniture in uncertainty. Please tell me how I can find out. I must give her a play.

Yours in haste,

Jack T.

Dear Jack T.,

Investigating a woman's private affairs is like diving into a shark acquarium. You never know you'll come out. The best plan is to ask her straight out. If she happily gurgles "yes", that means the ring is just a lot of hooey. Past experience has demonstrated that a woman always says "yes" when she means 'no", and vice versa. Then profess interest in her intended hubby and she'll soon come around with the news that she was just kidding. But if she says, "No! but the big egg that hung this rock on me thinks I am", look out. She'll have an incurable grudge against the whole of the male population, and may swing a "haymaker" from the floor. Engaged women are not only dangerous, they're dynamite. Keep us posted on your progress.

Yours, DIROTHY DOX.

# Newsfortes tudios



An unusual shot of "Skeets" Gallagher, one of Paramount's ace comedians, taken during a rest between scenes of "It Pays to Advertise".

RUTH CHATTERTON is one of the screen's most married ladies.

In every picture in which she has appeared, the Paramount star has been married early in the story, rather than finding a "they lived happily ever after" ending to her film romance.

"Unfaithful", her new vehicle, opens with her marriage to Paul Cavanagh, and, curiously, it is the first time she has appeared in bridal costume.

Miss Chatteron wedded early in the story of "Sins of the Fathers" to Emil Jannings, in "Sarah and Son" to the late Fuller Mellish, Jr., in "The Better Wife" to Clive Brook, and in "The Right to Love" to Irving Pichel. And before the stories started, she was the "wives" of H. B. Warner in "The Doctor's Secret"; Fredric March in "The Dummy"; Clive Brook in "Charming Sinners" and to Raymond Walburn in "The Laughing Lady".

#### FLASHES!!!

Charlie Ruggles and George Barbier have been added to the cast of Maurice Chevalier's "The Smiling Lieutenant". Ruggles will portray the star's boon companion and Barbier will be king of a mythical country. Claudette Colbert and Miriam Hopkins have the feminine leads.

The title of "June Moon" has been definitely set for Jack Oakie's recently completed comedy formerly known as "Night Life" and "The Boy Wonder" respectively. It deals with a small town youth who aspires to be a song writer, and features Frances Dee. Wynne Gibson and Sam Hardy in the cast.

"The Vice Squad", inside story of the secret operations of metropolitan detectives, will be produced as a starring picture for Paul Lukas. Fay Wray and Kay Francis will have the feminine leads and John Cromwell will direct.

"Skippy" is in production in San Bernardine, California, where "Small town" sequences required by the story are being made. Jack Cooper appears in the title role, with Mitzi Green. Jackie Searl, Robert Coogan and Enid Bennett in the cast,

Richard Aslen and Louise Dresser will be co-featured in a dramatic story of the unsettled western frontier, tentatively titled "Roped In". Edward Sloman will direct, with Frances Dee, Martin Burton, Tom Kennedy and Sid Saylor lending support.

Filming has been completed on "Citv Streets", an underworld story co-starring Gary Cooper and Sylvia Sidnev. It features Paul Lukas, Kav Francis, Guv Kibbee, William Boyd and Betty Sinclair in the cast, and was directed by Rouben Mammoulian,



Taking a "close-up" of Gary Cooper with a gun in his hand during the filming of "City Streets" his next starring vehicle.

A race of homeless husbands was found in Sumatra by Ernest Schoedsack, where he spent a year filming "Rango", his sound picture for Paramount.

According to Schoedsack, who codirected "Chang", a tribe called the Menangkabaus have recognised women's rights for twelve centuries

The matriarchal order of these natives reduces the husband to a place of unimportance where he is tolerated only as an occasional visitor in his wife's house, and must live with his mother or sisters.

The woman possesses the children and all the property, and what wealth the husbands are able to save in a lifetime reverts to their sisters.

The male Menangkabau is an optimist, however, for Schoedsack discovered that the majority of them had more than one wife, which, is permitted under the existing Mohammedan laws.

#### AD-SALES DRIVE FOR MR. HICKS.

VARCOE, QUINCEY, BIGNELL DELIVER THE GOODS.

Y going over quota three weeks out of four during the month of March, H. N. Varcoe of Melbourne, H. Quincey of Brisbane, and W. Bignell of Adelaide, delivered the goods in true Paramount style in the special drive in commemoration of Mr. Hicks' tenth anniversary as chief of the Australasian forces of Paramount. Worthy of mention also, is the effort of Mr. Whitelaw of Launceston, who broke quota figures twice during that time.

It is response such as this that has placed Paramount at the head of the field over a period of many years. Paramount's leadership depends entirely upon the ability of its manpower to pull in just a little more business than usual at critical moments, and to keep on doing so from one occasion to another.

Ad Sales percentages for the current year are as high as at any corresponding period. A splendid tribute to Mr. Hicks, and to his boys who deliver the goods.



Marlene Dietrich the sensational German beauty in a scene from her next Paramount Picture, "Dishonored", in which she is co-starred with Victor McLaglen. Others in the cast are Barry Norton and Lew Cody.

#### SELLING TIPS BY LEN JONES.

"The old adage, 'It pays to advertise', is perhaps truer of the motion picture business than any other. Furthermore, ingenuity in advertising is of utmost importance, if the desired effect is to be obtained.

'The dan of the 'six daybills and a slide' method is past. If you are to keep interest alive in your theatre, and in the pictures you are showing, real punch must be maintained in every campaign. You must keep your patrons talk-

"That does not mean that every picture justifies a splurge, but merely that, in order to keep the doubtful patrons coming to your ticket window, you can't afford to carry on in the old rut. Let the Ad. Sales Department assist you in lending ingenuity to your campaigns. We have in stock every item of advertising and exploitation material that Paramount's army of trained showmen have been able to devise-posters. couriers. photos, trailer novelties, etc. Each has been tried and found effective.

"Outside representation is one. of the essentials of good showmanship. Keep on with it, stronger than ever. But don't overlook the possibilities of other items as sure-fire seat sellers for special occasions. Let us lend a hand in mapping out your campaigns. We've got the goods to sell uour show".

Country of origin—Australia. Wholly set up and printed by The Market Printery Limited, 372a Pitt Street, Sydney, Published by Paramount Film Service Limited, of Reservoir Street, Sydney.

Vol. 5.—No. 7.

SYDNEY. AUSTRALIA.

April 22nd, 1931.

### OUR 1931-32 PROGRAMME.

#### SEVENTY FEATURES ON SCHEDULE.

#### RUTH CHATTERTON REMAINS.

MR. HICKS received a long cable on Saturday last from the Paramount Home Office in New York, announcing the highlights of our product for the coming season of 1931-32.

The announcement of the new season's product was made the previous day at the Paramount Convention in Atlantic City, in celebration of the company's twentieth birthday. The announcement was made before Paramount executives, from throughout the world, by Mr. Jesse L. Lasky, who stated that the new programme would consist of seventy feature length pictures. Mr. Lasky, the cable to Mr. Hicks stated, said that the new season's programme was the result of intensive effort, not only by the production department, but by every major executive, and he was of the opinion that the line-up would be the greatest in the history of the company.

Another announcement of particular interest, was the statement that Ruth Chatterton would continue under the Paramount banner, despite rumours to the effect that she had signed a long-term contract with a rival company.

The highlights of the 1931-32 programme, outlined in the cable are:— Marlene Dietrich in "Indiscretion"; Harold Lloyd in his own productions; Maurice Chevalier in three productions, led by "The

Smiling Lieutenant"; which was directed by Ernst Lubitsch; The Marx Brothers in "Monkey Business"; Dresier's "An American Tragedy"; Hemingway's "Farewell to Arms"; George Bancroft in three starring pictures; Fredric March in "Doctor Jeykll and Mr. Hyde"; Ruth Chatterton in two big extended season attractions; Tallulah Bankhead signed as Paramount star, and will be seen in three pictures, the first being "Tarnished Lady"; three pictures by the juvenile group, in-

cluding Jackie and Robert Coogan, Mitzi Green, Jackie Searl and others; "Rose of the Rancho", with Dolores Del Rio in Technicolor; Murnau's South Sea Romance, "Tabu", and "Life of a Bengal Lancer", which will be produced in India, on a scale exceeding all previous efforts.

The cable, which was forwarded to Mr. Hicks by Mr. Seidelman, states that there are many other pictures too numerous to mention, about which we will be informed by letter.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5 April 22nd, 1931 No. 7



A FTER seeing "Rango" the other day, the boys in Head Office were unanimous in the opinion that the star of the picture resembled some prominent Paramounteer. As to which Paramounteer it was, however, the opinions were divided. Some said that "Rango" had a mouth like Claude Henderson, but feet which closely re-Stan Craig's ... Others sembled thought he had ears like Bill Hurworth and hands like Mick Stanley . . . then others thought he had eyes and hair like Charlie Gatward ... but walked like Sid Herbert . . . but . . · the entire group were unanimous in the opinion that he had hair on his chest just like Cecil Abotomey ... which gives me an idea for an ideal Competition for the exploitation of this picture ... Theatres could tie up with the local newspaper on a story on the lines of "Do You Resemble Rango? . . . If so, there's a Free Ticket For You to See the Picture" ... Further details of this competition may be had from the writer ... send 10/- in stamps for reply.



### AD. SALES.

EACH and every one of you who contracts the exhibitor and that goes for district and branch managers, salesmen and brokers, as well as ad. sales managers, has an Ad. Sales obligation to Paramount and to your exhibitor. This is an obligation which cannot be fulfilled unless you protect your sale and your company with an order for sufficient Ad. Sales to insure the success of the product at the box-office.

The time is past—if there ever was a time—when a salesman was judged solely by the number of contracts he sold, or by the prices and playing time he secured.

Bitter experience has taught us that where the salesman failed to encourage the exhibitor to support the product with adequate advertising effort, the exhibitor either failed to live up to his contract, or prices had to be adjusted later, or playing time curtailed.

To every contract that comes into Head Office, I want to see attached an Ad. Sales order for at least 10 per cent. of the total film rentals. A contract without Ad. Sales insurance is not a 100 per cent contract. And it certainly does not represent a 100 per cent selling job!

Now is the time to sell more Ad. Sales—an exhibitor needs them more than ever before . . . . . Go to it!

Juoinstict of

#### PARAMOUNTEERS ON HOLIDAYS

THIS seems to be the annual vacation period. Practically every branch seems to have at least two members each on holidays. Head Office too, has its quota.

Charles Gatward, Manager of Traffic and Customs, is enjoying two weeks' spell from censorship worries at Bowral. Roger Logan, Head Office Accountant, is trying out his new car on an extensive motor trip, whilst Bob White of the Publicity Department, is dipping sheep on a station some place west of Bathurst.

"Bill" Hurworth, Assistant General Sales Manager, has just returned from a well-earned vacation, which he spent playing golf on the South Coast.

## KENNY'S DOING NICELY THANKS

on the road to recovery, after his recent operation. Although still an inmate of St. Vincent's Private Hospital, he hopes to be leaving that institution in a few days for home. It should not be very long before we see his cheery self back again in Head Office.

## BIG INCREASE IN COST OF PRODUCTION.

COST of production of all American film companies in 1930, was about 182,000,000 dollars, an increase of 35 per cent. over the silent year of 1927.

Just a fact for you to remember for the next time an exhibitor complains about the price he is paying.



## STANDINGS AT APRIL 18th.

#### DISTRICTS.

1 J. A. Groves	88.37
2 F. Gawler	86.05
3 C. E. Henderson	.84.41
4 S. H. Craig	75.32

#### BRANCHES.

1 T. Kennard Singapore	102.91
2 A. Olsen Batavia	101.97
3 C. J. Shepherd Brisbane	87.44
4 H. Kelly Melbourne	86.34
5 G. BrooksSydney	85.48
6 P. Board Adelaide	85.18
7 C. Abotomey Perth	77.23
8 S. H. Craig Wellington	75.32
9 S. G. Robinson Sourabaya	46.26

#### AD. SALES.

1 N. Whitelaw . . Launceston 119.15

2	H. N. Varcoe Melbourne	91.14
3	W. Bignell Adelaide	89.32
4	H. Quincey Brisbane	84.95
5	J. O'Neill Sydney	77.21
6	R. Lawn Perth	72.86
7	B. Kuch Wellington	65.83

## ANNOUNCING YOUNG KELLY.

THERE is an unwritten law of journalism, which states that it is not the correct thing to write about yourself in your own paper. It seems I'll have to add this law to the collection of the ones that I have already broken, in recording a happy event in the house of Kelly. Sure, it's a boy, and is now just two weeks old. Mrs. K. and young Kelly (who later, midst much pomp and steady drinking, will be christened Ross), are quite well, and Daddy's doing nicely, thank you. "How are all your folks?"

JUST AN OLD INDIAN CUSTOM!



Stuart Erwin learns about redskins from Eugene Pallette in Paramount's rollicking comedy "Dude Ranch" which makes merry at the expense of the legendary wild west. Jack Oakie, June Collyer and Mitzi Green contribute to the hilarity.

## PARAMOU

#### " RANGO " FOR SIMULTANEOUS RELEASE.

#### ALL STATES SET FOR MAY 16.

BOOKING A CHIEVEMENT.

RANGO", Ernest B. Schoedsack's sensational adventure-romance of the Sumatran jungles, has been set for simultaneous release in all States on Saturday, May 16. Releases will be at the Capitol Theatre, Sydney; State Theatre, Melbourne; Tivoli Theatre, Brisbane; York Theatre, Adelaide; Ambassadors Theatre, Perth; His Majesty's Theatre, Hobart; and Majest.c Theatre, Launceston.

"Rango", recently previewed in Sydney, is regarded as the finest picture of animal life, and the struggle of man against his common enemies of the jungle ever produced, eclipsing in magnitude even such outstanding films as "Chang", "Grass" and "The Four Feathers", which were also made by Schoedsack.

"Rango" is not merely a jungle record. It is far more than that. A powerful dramatic story, interspersed with comedy, action, thrills and suspense, makes it an adventure-romance of the highest order. From an educational standpoint, it possesses sufficient merit to have been especially commended by members of the censor board.



Mr. Ben Schulberg and Mr. Jesse L. Lasky at the Paramount Hollywood Studios discussing the forthcoming programme for 1931-32.

# Doings-of the Paramount Club

The Editor telleth me in the strictest of confidence this day, that he hath little space. So brevity being declared by a well known scribe, to be the soul of wit, I will be terse and brief.

- (a) Mine lads and lassies of the club will enjoy a dance on May 30th, at Palais Royal, Sydney.
- (b) Tennis court may be booked for practice by club members, commencing Monday, 27th April.
- (c) Club Championship (Ladies and Gentlemen) will be commenced about a fortnight later. Also the inter-office competition.
- (d) The Committee is discussing a scheme for reduction in fees.
- (e) Baseball Club is having a dance to promote funds on May 1st, at the Palais Royal.

Join the club NOW!

HERMANN E. FLYNN, Hon. Sec.

## HAPPENINGS in HEAD OFFICE

We last heard of Mel. Rawlins from Port Said. She is very we'll, and thoroughly enjoying herself.

Marj. and Nell Adler have chosen Katoomba for their holidays. We wonder which one is playing the role of chaperon.

## r Punch

## and ALWAYS!



# BRICH (DISSE)

# CAPITOL HATTER

IMITATION may be the sincerest form of flattery, but it has its awward moments. For example, there is our Paramount Pet Gordon, the winsome laddie with the ready smile. He is a familiar figure in the Capitol Theatre foyer, as are the programmes

he sells

There came a day when Gordon was mute and deaf to all advantages. Here is the reason for that aloofness. The enterprising management, in a foyer beautification brainwave, caused to be made a life-sized effigy of the programme vendor, and so life-like was it that even the girls in the ticket box were deceived. The first morning it was placed in the public view several of these girleens bade. Gordon the time o'day. But cold silence was all they received.

"I do believe Gordon is giving himself airs", said one of those box-planmarkswomen.

"Nonsense!" responded another. "Gordon isn't so silly. Perhaps he didn't hear". And she lifted up her soprano notes in a cheery good morning. Still nothing doing! Then one of the girls solved the mystery. 'Twas but the pasteboard and paint shadow of the flesh and blood messenger. And a right hearty laugh went up to the Capitol dome.

"But, when Gordon himself appeared on the scene, one sporting gent who had looked on the wine when it was red, thought he was seeing things. "Gad!" he exclaimed. "If there aren't two of 'em. Why ever did I have that last cocktail".

## TYDNEY PERTH

Bert Matts is spending his annual holidays touring the South Coast.

Olive Wilson, who is also on holidays, is spending a few days at Moss Vale.

## Bits from Brisbane

Bill Blood and Murray Milholland are doing great work and bringing in the contracts. We have now a Northern Circuit (Sound), of 6 months' duration, and expect to lengthen this in the near future.

Can other States beat this? Biloela, a centre with a population of less than 100, is installing Sound Equipment (W.E.). Of course, Paramount product will be screened.

Roma will be leaving on holidays on Saturday next. She hasn't decided whether it will be Windorah or Currumbin.

After suffering in silence for a lengthy period, the back axle of Sapy's car gave up with the ghost last week. We believe that the back seat will not now be used as frequently as has been the case.

Jim Fleming has received his Income Tax Assessment (having the honor to be the first in the Branch), and the way he is taking it, makes the rest of us stay awake at nights, particularly C.J.S. Sunny Queensland is certainly a wonderful place to live in, but one has to pay for the privilege!

## PERTH PARS

The female member of our Despatch Department was seen earnestly gazing out to sea at Scarborough Beach during the Easter holidays. We are wondering whether a seal, which had been noticed from the shore, or her boy friend was the cause of her earnest gaze.

Miss O'Neill of the Accounts Department reports having caught a shark at Manjimup during her vacation. As Manjimup is about fifty miles from the sea, we are wondering what sort of a shark it was.

"MOROCCO", which opened its season at the Prince of Wales Theatre, on April 4th, to excellent business, was held over for a second week. All Perth is raving about Marlene Dietrich and she has established herself as a firm favorite with Perth audiences.



With Easter marking the last holidays before winter, we made the most of the inconsiderate weather and deserted the village for a few days. Beth Macgregor tramped to the Orongorongo Ranges; Bert Staff motored, as usual; Verna Browne, with the aid of a golf pro. and language restrictions, considerably reduced her handicap; Alberta Fitzgerald caravanned to Otaki and was spared from drowning in the floods, and Dorothy Carson climbed Mount Egmont. We haven't heard what happened to the rest of the staff but presume they were too disgusted with the weather to venture abroad.

P.S. Otto Doepel promenaded the baby along the fashionable walks.

#### MARX BROS.

ARRIVE IN HOLLYWOOD ON "MONKEY BUSINESS".

By "Rambler".

HAVING decided to make their next picture, "Monkey Business", in Hollywood, the Marx Brothers practically astonished all California by arriving there recently from New York in covered wagons.

"It was a long, slow trek," sighed Chico, and Groucho immediately placed 2 dollars on Lazy Joe, a nag that's always done well on a slow trek.

The Four Brothers — Harpo, mighty pantomimist; Chico, mighty musician; Zeppo, mighty wag; and Groucho, mighty lak' a rose—were given a thunderous welcome at the station by three baggage men, two red caps and a fellow named Willie, who said that he had loaned Harpo six bits in 1924, and what was to be done about it?

"It's a pleasure to be working for Lasky again," said Harpo, and Groucho recalled that he hadn't been to Lasky since the old goldrush days when he was one of the fearless twenty-niners.

"Have you boys any desire to play Hamlet?" one of the reporters wanted to know.

"Not unless they give us a stroke a hole," replied Chico.

"What's the plot of your next picture going to be?" was the next query of the press.

"We can't answer that until we figure out the plot of our last one," replied the lads in unison.

"And will there be music in the forthcoming film", inquired a lady reporter, blushing a little, and Prof. Groucho said: "Not if we can get Chico to play the piano again."

#### BRITISH SOUND NEWS COMING

COMMENCING early in May, the regular Paramount Sound News will be replaced by the Paramount British Sound News, a service recently introduced with tremendous success in Great Britain.

The new gazette, which was given its initial release at the Carlton Theatre, London, on March 2nd, is composed mainly of items filmed in the British Isles and Europe, and of particular interest to the peoples of the Empire. Each issue is enhanced by material of particular international significance from the United States and other parts of the globe.

## CHEVALIER WINS MELB. CONTEST

MOST POPULAR STAR.



Maurice
Chevalier was
the easy winner
of a competition
cenducted by
the Melbourne
"Sun - News
Pictorial", recently, to discover the most
popular film
star. The popular Frenchman

recorded 33,292 votes, being well ahead of Norma Shearer, who filled second place, with 17,251 votes. Other Paramount players to the fore were Ruth Chatterton and Clive Brook, who were placed fifth and seventh respectively.





#### "FLYNN & GATTIE".

TO Frank Deane we pass our thanks for the above brainwave in associating the names of two well-known Paramounteers with the title of a coming Paramount picture. George Lawrence has done his part with the above cartoon and now it is up to us to pen something apropos to the drawing.

George has pictured Gattie in a "Rob-O" and Hermann on a scooter. Well, he is wrong. It is Hermann who owns the "Rob-O" and Gattie the scooter. You see, it all happened like Gattie's second name is economy. One day, a fit of spending came upon him and he bought young Gattie a scooter.. But young Gattie did not appreciate it, so Gattie (old man Gattie), in order to get his money's worth, uses it himself on running errands. He says there is no petrol to buy, and the tyre upkeep is practically nil. Of course, Hermann has had his "Rob-O" for some time. He recently gave it a coat of duco, and you would almost take it for a Ford. Which records the second occasion that Hermann has appeared in this column in a very short while ... The publicity some guys get.

P.S. Charlie Gatward owes me four bob ... "Rambler".

## Newsforthe Studios



Tom Douglas the young American stage actor who has been signed to a long term featured players contract by Mr. Lasky.

#### FLASHES!

Charles Rogers had been added to the cast of "The Lawyer's Secret". The line-up also includes Clive Brook, Richard Arlen and Jean Arthur.

The Marx Brothers have arrived in Hollywood for the filming of their third Paramount starring picture, "Monkey Business". First, "The Cocoanuts", then "Animal Crackers" and now, 'Monkey Business', think it out.

Miss Enid Bennett, an Australian, and the wife of Fred Niblo, the famous director, plays a prominent part in Percy Crosby's "Skippy" which has just been completed.

#### STUDIO BUYS LITERATURE BY THE YARD.

WHEN Paramount buy books, they are bought by the yard.

When book stores go bankrupt, or a library is being sold to settle an estate, Paramount is always a bidder for the stock. The price is twenty-five cents a yard. The studio doesn't always have the highest bid, but during recent years, the property department has acquired nearly a mile of books, which are used in dressing library sets. Real treasures are often unearthed among the books bought in bulk. Enough rare first editions have been found and resold to book collectors, to more than pay for the mile of books.

Two hundred feet of miscellaneous books from this collection are being used to dress one of the sets in "Up Pops the Devil", that features Skeets Gallagher, Stuart Erwin, Carole Lombard, Lilyan Tashman, and Norman Foster.

## ANOTHER OAKIE WISECRACK.

JACK OAKIE, ever helpful, introduced an inquisitive visitor on the "June Moon" set at the Paramount studios, to the sound technician, for an explanation of how voices are recorded.

During the discussion of electrical resistance, the technician mentioned the term "ohm".

"And what is an ohm?" inquired the visitor.

"Why", blurted out Oakie, "an 'ome is an English 'ouse".



Regis Toomey and his famous Irish smile. This popular young player has just been signed to a long term contract calling for bigger and better parts.

#### FLASHES!

Phillips Holmes and Sylvia Sidney are co-featured in Theodore Dresier's sensational best-selling novel, and successful play, "An American Tragedy".

Clara Bow's next picture will be "The Kick In", in which she will play a dramatic role.

"Girls About Town", the dramatic story of super-gold diggers, will be produced with an all-star cast, including Paul Lukas, Kay Francis and Lilyan Tashman.

# AD-SAURICE STRUCTURE STRUCTURE

#### POSTERS THAT SELL.



THE colored posters on "Rango" represent another triumph in show-manship for Paramount. Note in the accompanying illustration of the 24-sheet how effectively the unique title had been played up. "Rango" is not a mere jungle record, but rather an inspiring adventure-romance of the tropical wilds. A scene, therefore, would dispel the illusion, but the title excites the imagination.

Paramount Colored Posters on every attraction, possess the same quality of high class showmanship as those available on "Rango". The young, the old; the slow, the alert; the pedestrian, the motorist; the shopper, the worker; the busrider, the tram passenger—all are easily taken by the eye, when these bewitching posters get into their range of vision.

## AD. SALES MANAGERS.

Have you read and digested Mr. Hicks' message on Ad. Sales on Page 2 of this issue? It is of vital importance.

## NEXT ISSUE. MAY 6th.

THE next issue of Paramount "Punch" will be published on Wednesday, May 6th. The 'deadline' for copy, is the Monday prior to that date, so let's have all branch news and copy to hand RIGHT NOW.

### ABOUT THE D. SALESMEN.

THREE branches gave old man quota a licking last week. Brisbane, Adelaide and Launceston were the ones responsible. This makes the second week in a row that Launceston has recorded quota figures.

The boys are certainly selling the paper for "Morocco", Harry Quincey has just turned in to Head Office a fine order from the Wintergarden Theatre, Bundaberg, in which he has apparently sold them everything but the "kitchen sink".

Quincey also landed another fine order on the same picture to the Wintergarden Theatre, Rockhampton.

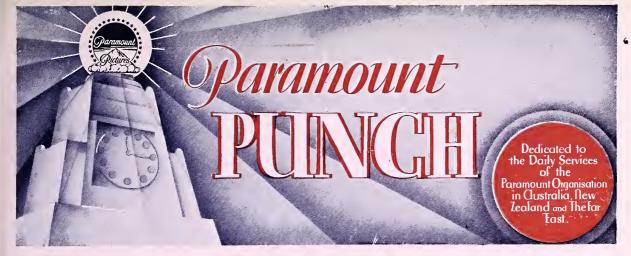
Ad. Sales Managers should learn a few pointers from Launceston. To the Prince of Wales, Hobart, nearly £15 worth of material was sold for "Morocco". This is a great deal more than the amount sold to cities much bigger than Hobart.

And for "Fighting Caravans", a big order was landed with the same theatre, totalling over £10.

Launceston is certainly showing the rest of you boys how.

Mick Burke, formerly of the Head Office Ad Sales store has been transferred to the N.S.W. Ad. Sales Department, under Jack O'Neill.

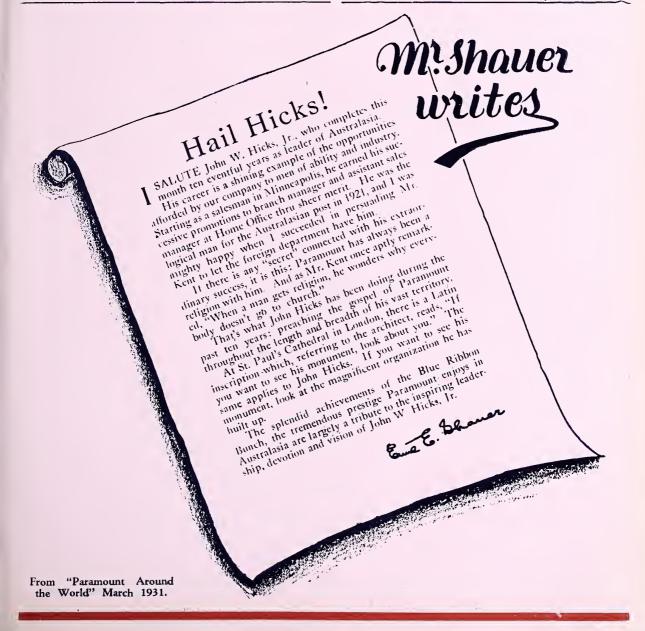
#### An Ad. Sales Order with Every Contract!



Vol. 5.-No. 8.

SYDNEY, AUSTRALIA.

May 6, 1931.





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5 May 6th. 1931 No. 8



OUR Melbourne Correspondent writes that somebody played a joke on Bert Kelly and tipped off a few motor firms that he was a likely buyer .. The result was that they came along in droves and Bert had free rides in them all ... That's really nothing compared to some of the Head Office boys ... Someone tried to sell Hermann Flynn a printing press ... and after we had printed half of our annual supply of stationery on it he decided that it was no good ... Then there is the salesman who came to see Artie Naylor about buying a weekend cottage on the South Coast ... Artie spent his holidays there, but when he returned he told the salesmen that he didn't like the place ... But one of the best was the one put over by a party of the boys in Head Office who, one Saturday afternoon, wanted to listen-in to the big cricket, so they had a firm send them up a portable wireless set on trial and returned it on the following Monday morning ...



### COVERAGE

COVERAGE means getting Paramount Pictures played in every single town and neighborhood in the country where there is permanent or portable sound film reproducing equipment.

Coverage also means to contract our entire product in each of these situations, for as many days as business warrants.

Coverage means as well, to protect every showing with the proper amount of Ad. Sales.

In short, complete coverage means 100 per cent. distribution, and how many of you boys in the field can claim that?

Recently, I personally made a survey of all the wired possibilities, and found that in some cases a number of accounts had been closed without a contract for Paramount News. Other towns have never screened a Paramount Short Feature, and in other cases I found that the sale of Ad Sales material was practically nil. Even if a salesman sells an account our entire product including Sound News and Shorts, without a fair sized Ad. Sales order he has not obtained complete coverage.

Now, with most of our features on disc as well as film there is no excuse for anybody not obtaining 100 per cent. distribution in his territory.

Analyse your zone right now

Juoinstict of

#### Kenny Back in Office.

JOHN E. KENNEBECK, Sales Promotion Manager, recently recovered from an operation, is back at his desk. Recuperating from his three weeks of confinement in hospital, Kenny is taking things quietly for the time being, appearing at H.O. for just a few hours each day.

#### Our Rowing Champ.

THURSTON, of the Traffic Department, has scored yet another victory with the N.S.W. Ladies' Rowing Crew. Rowing No. 3 in the local four at the Australian Championships at Melbourne, on Saturday, May 2nd, "Thirsty" was responsible in no small way, for the third consecutive title win of this State's nautical femmes.

#### Some New Automobiles.

WE have noticed some new cars in the Paramount car park of late. Charlie Hale has traded in his Morris Minor for a smart Chev. sports roadster, whilst Roger Logan now proudly sits behind the wheel of a sporty Dodge Eight. And—the little bird whispers to me that Mr. Hicks is in the market for a new car—and it looks like being a La Salle Eight.

#### Charlie Gatward Busy.

CHARLES GATWARD, manager of the Traffic and Customs Department, returned from his annual vacation on Monday last just in time to handle our big shipment of features and shorts which arrived on Thursday per the S.S. Sierra. Charles will be an extra busy man now for the next few days ushering this shipment through the Censor Board.



## STANDINGS AT MAY 2nd.

#### DISTRICTS.

1.	J. Groves	88.94
2.	F. Gawler	85.41
3.	C. E. Henderson	83.54
4.	S. H. Craig	74.42

#### BRANCHES.

1.	T. Kennard . Singapore	106.00
2.	A. Olsen Batavia	99.83
3.	C. J. Shepherd, Brisbane	87.62
4.	P. C. Board Adelaide	86.25
<b>5.</b>	H. Kelly Melbourne	85.42
6.	G Brookes Sydney	84.49
7.	C. Abotomey Perth	75.69
8.	S. H. Craig . Wellington	74.42
9.	S. Robinson . Sourabaya	47.53

#### AD. SALES.

1.	N. Whitelaw, Launceston	110.13
2.	H. N. Varcoe, Melbourne	89.90
3.	W. Bignell Adelaide	89.11
4.	H. Quincey Brisbane	83.76
5.	J. O'Neill Sydney	74.57
6.	R Lawn Perth	72.60
7.	B. Kuch Wellington	66.03

#### Civilisation Kills Murnau.

A NOTE of tragic irony hovered over the opening of "Tabu", last picture of Fred W. Murnau, being released by Paramount, which drew hallelujahs of praise from the reviewers on its presentation at the Central Park Theatre, and laments for the untimely end of its director. The strangest phase of the whole production lay in the circumstances surrounding it.

For eighteen months, Murnau cruised and worked on "Tabu" throughout the South Sea Islands, in a quarter of the globe where Captain Cook, the first explorer, and other hardy spirits among the early adventurers were killed. In modern times, the natives of the islands. while still living close to nature, have more respect for the white men. They have lost their primitive ferocity toward him, and if any cannibalism is still practised among their own tribes, it is done very rarely, and in secret. Civilisation, taming the natives, protected Murnau completely, in jungle pathway and on the high seas.

Then he returned to the settled, thickly populated region of California, and died after an automobile accident, on one of the scientifically constructed roads. Civilisation killed him in the end.

#### Gordon Brooks Holidaying.

GORDON BROOKES Manager of the N.S.W. Branch is at present on his annual vacation, Gordon is too clever to tell his destination, but he has taken his golf sticks and fishing lines with him.



DO IT NOW!

## PARAMOU

### "Sierra" Brings Huge Shipment.

SEVEN FEATURES.

RRIVING Sydney Thursday last, the "Sierra" brought the largest and most important film shipment of the current year. Of the seven outstanding feature pictures to arrive, the most notable are "Dishonored", Marlene Dietrich's second Hollywood production, and reputed to be a far superior attraction to the record-breaking "Morocco"; Ruth Chatterton's "Unfaithful", from an original screen play by John Van Druten, author of "Young Woodley", and other notable dramas, and "Man of the World", starring William Powell, and based on a novel by Michael Arlen.

The remaining productions, all of unusually high box-office standard, are "Finn and Hattie", an uproariously funny comedy, starring Leon Errol, with Mitzi Green, ZaSu Pitts and Regis Toomey; "The Conquering Horde", a Richard Arlen western; "It Pays to Advertise", a romantic farce of big business, with Carole Lombard, Norman Foster, Skeets Gallagher and Eugene Pallette; and Jack Oakie's "June Moon", the humorous story of a small town youth with song-writing ambitions, and a girl-shy complex.

# Doings-of the Paramount Club

tennis season has been postponed a little owing to the inferior quality of paint supplied to the Club; the court has to be re-done, hence the delay. However, it won't be long now. A period of practise is planned before the club championship and the inter-office competitions are placed in full swing.

The first of the Paramount Club dances will be held at the Palais Royal on May 29th. It's a Friday evening, and judging by the enthusiastic crowd which attended the Paramount Baseball Club dance last Friday and made it a success there is not much in doubt about the next function.

The following are the departments which will play off for the Paramount Tennis Cup, now being

held by the Head Office Accounts Department:—Customs, Film Service, Sales and Statistics; H.O. Accounts; N.S.W. Accounts and Despatch; Sales Promotion, H.O. Ad. Sales, and N.S.W. Booking and Ad Sales; Advertising, Art, Publicity, and Purchasing.

## BRITISH PARAMOUNT SOUND NEWS.

THE first issue of the newlyinaugurated Paramount British
Sound News will have its initial
Australian release on May 22nd,
at the Capitol Theatre, Sydney.
Further releases will take place
on May 30th, at the State or
Capitol Theatres, Melbourne;
York Theatre, Adelaide, and
Tivoli Theatre, Brisbane; June
6th, at the His Majesty's Hobart, and June 20th, Ambassadors, Perth.

The Paramount British Sound News, which issues have been numbered 1, 2, 3, and so on, will be released weekly in those theatres thereafter, replacing the Paramount American Sound News.

#### THREE NEW PARAMOUNTEERS.







Well here they are: William Alexander Glen Doepel; David Alexis Deane; and Ross Kelly; the three new Paramount babies. As "Bill" Clark said; "It's going to be tough in a few years time trying to find jobs in the organisation for these guys".

## 

ALL WAYS ALWAYS!



# 

Off to bask in the autumnal sunshine of Healesville, away up in the fern clad heights, Miss Linda Stewart is holidaying for three weeks and ceasing to worry, meanwhile, whether Capiol sales are capital or otherwise.

Miss Stewart's place is being filled temporarily by Miss Mabel Hore, an old friend of the Capitol Theatre retinue.

Bat and Ball, to say nothing of stumps, were very much in evidence when the Capitol Cricket team "showed 'em how' at the last match of the season on Sunday 1.st. The game was against the Melbourne Branch.

A big party set out for the game per motor launch from Princes Bridge. In the evening Terpsichore held sway, for a carniv I night of dance and general celebration was arranged by an efficient Committee.

## Bit3 from Brisbane

Many and varied are the Fish stories told to us by the Film Room Boys. We hear they have big hauls, but, seeing is believing, and we're not yet seen!

A new "Hullo" has been forthcoming from the Paramount Exchange. During Roma's absence on holidays, Jean has been telephonist, and the same high stand-rd of service has been the order of the day.

## HAPPENINGS in HEAD OFFICE

Mr. Logan tells us he really did enjoy his holidays, despite the fact that he had only two fine days. Not a bad average as the previous week was so besutifully fine. Hard luck. Never mind, try again later.

Alice's latest interest is in gardening. She spends quite a lot of spare time and cash that way now. We hope to

Quite a number are looking forward to the tennis this season. The onlookers should see some very good tennis when the tournament starts.

Two of the girls in Head Office are having a jumper race. The green one is favourite, but the blue one is coming up the straight nicely now and may win yet.

The memorial lamp has been removed from the third floor. Let's hope someone will treat it gently. Many of the girls were very sad when it left us.

#### BRISBANE NOTES (Continued).

There are quite a few aspirants for tennis fame at this Branch, but they do have their bad days. Of course, the better team does not always win, does it Henry and Fred?

On the subject of "stories". have heard of the wonderful blooms which adorn Jim Fleming's garden, and expected that ere this, some would have beautified our office, but we have not been so favoured. Who said "cutting" hurts the trees? Who

Bill McKeown, of N.S.W. Booking Department, returned l.st Monday from his annual holiday, spent at his home town, Peak Hill.

Mr. Brookes, N.S.W. Branch Manager, is at present spending his annual vacation. Most of his time will be spent playing golf.

## see great blooms if someone's stray MURMURS from MELBOURNE pony does not get in and spoil the gar.

A joke on Bert Kelly was turned to good account last week. Some person unknown told warious motor-car firms that Bert needed a new car. Droves of salesmen called, but did Bert care? No! He inspected them all (about lunch time), and had a free ride to dinner every day.

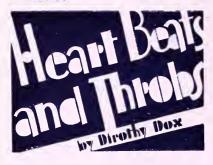
Miss Greaves of the Despatch Department left last week to be married. Before her departure, the Melbourne Paramounteers presented her with a fine dinner service.

Harry Varcoe is piling up a points lead in the Inter-Department Ping Pong tourney.

Claude Henderson left for Adelaide in his car last Saturday, for a fortnight's holiday. Mrs. Henderson went along to see that he did not get robbed.

Bill Hagon is finding our winter a other night, I noticed him taking out his winter "woollies". By the way, "our little Bill" prefers the Sydney girls, (or is it "the girl").

Last week we were honored with a visit from a former Paramounteer, now Mrs. Poliness, wife of our Accountant. 'Lou''. She is looking fine and dandy, and was glad to see some old



Dear Miss Dox,

Please assist me in this most agonising predicament. I am deeply in love with the one unmarried man in our department. Every day, in every way I do my utmost to demonstrate in coy, maidenly fashion, the affection I feel towards him, yet he appears to be almost unaware of my existence. Believe me, there are times when I can hardly restrain a desire to throw my arms about his neck and murmur, "Darling, I love you". In fact, if I didn't love the little brute so much, I'd crush every bone in his body for his insolence. What am I to do?

Yours in love and anger, Flo.

Dear Flo,

I sympathise with you sincerely. In a case such as yours, there is naught the girl can do but wear the pants, though Leap Year be not yet in the offing. My second husband was much the same as the viper who is ruining your life and happiness. I won him around, though. Inveigled him into going for a motor ride with me, and made him walk La Perouse from one end to the other until he proposed. My system is, of course, a bit antiquated in this day, but you might try it with variations. Perhaps if you threw him overboard off Sydney Heads some eerie night, he'd propose by the time Bradley's Head was reached. In any case, be firm in your dealings with him. Don't let your maidenly timidity lose you the ruthless wrecker of your heart. Yours, Dirothy Dox.

#### ANNA WONG MAY **GETS PARAMOUNT** CONTRACT.

ANNA MAY WONG.famous Chinese-American actress, has been signed by Paramount to a long-term contract. Miss Wong scored one of the notable hits of the New York Theatre this season in the Edgar Wallace success, "On the Spot". She will first appear for Paramount in "Daughter" of the Dragon" on the 1931-32 programme.

#### STARRED.



PARAMOUNT studio executives have decided to change the billing on "City Streets", bringing Sylvia Sidney from a featured player to a co-star with Gary Cooper.

B. P. Schulberg, while "window shopping" for talent in New York, saw Sylvia Sidney on the stage in "Bad Girl". So impressed was he with her potentialities as a screen star, that he signed her up to a long term contract.





ES (FAREWELL) WILKE recently put the hard word on George Lawrence to do a sketch of him so that he could send it to his girl. We cannot allow George to do private commissions so that is why our blonde salesman graces this column.

Les came to Sydney from Adelaide after being farewelled no less than three times, hence the "Farewell" we have added to his name. Les is a decided blonde hence his popularity. We have it whispered to us that the real reason for so many farewell gifts being showered upon him was that the local boys were pleased that he was leaving the town, because, with Les out of the way, they would now have a chance to see some of their girls. Yeah, he has his fair share of S.A., and I don't mean South Australia. But, Les has told me on the side that he left his heart in Adelaide which is really bad news for some of our local lasses.

When he is not selling the "best show in town", Les plays golf and Australian Rules football. The game where you jump in the air with no sleeves in

your jersey-Rambler.

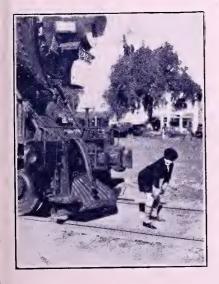
## Cooper Starts New Mode in Dress Collars.

NOT attempting to ape the Prince of Wales as an arbiter of men's fashions, Gary Cooper nevertheless has struck a new note in smart wear for evening.

In "City Streets", Gary is wearing a dress shirt and collar of yellow instead of white.

The yellowish tinge, he explains, is merely being kind to the camera, for starched white surfaces, under studio lights, give off a reflective glare that is almost impossible to photograph.

#### "I DARE YOU NOW!"



Jackie Searl tries to be "cheeky" with an engine. 'Member him in "Tom Sawyer" . . . Well watch for him in "Finn and Hattie" and "Skippy".

#### FLASHES!

Nine days after he conceived the idea for "Unfaithful", Ruth Chatterton's new Paramount starring picture, John van Druten, the Paramount writer, had the script completed.

William Powell has three leading women, Kay Francis, Carole Lombard and Olive Tell, in his new Paramount starring picture, "Ladies' Man".

"Stepdaughters of War", the true story of a woman's part in the world conflict, has been purchased by Paramount and will be filmed at the Hollywood studios this year.

Richard Arlen and Mary Brian, who first appeared together in a romantic duo in "The Man I Love" and later in "The Virginian", "Burning Up" and "The Light of Western Stars", are re-united in "Gun Smoke", a new Paramount production in which a mob of metropolitan gangsters clash with the cowboys of the new West.

Irving Pichel, who won critical praise as Ruth Chatterton's hide-bound husband in "The Right to Love", has been named by Paramount for the important part of the district attorney in the filmisation of Theodore Dreiser's "An American Tragedy".

#### Here's Reason Some Tailors Don't Get Old.

NOT all motion picture people are wealthy.

In fact, few are. One such person, however, wants it understood that being a member of William Powell's unit making "Ladies' Man" does not signify that he is as wealthy as the star.

He is a laborer with the company, and recently he received a letter addressed to him in care of the Powell company. It was from a tailoring company which urged him to call at its headquarters and look at the newest modes in uniforms for his chauffeur.

#### SAILOR BEWARE!



Mitzi Green and Norman Foster making whoopee on the latter's yacht. Soon you will see little Mitzi in "Finn and Hattie", and Norman in "It Pays to Advertise".

# SELUNG D-SALLS

You Wouldn't . . . .



## Travel Continually on a Dark Highway With But One Headlight!

No wise motorist would do that. Just draw this comparison for the exhibitor who is careless or weak-kneed about protecting every show with sufficient Ad. Sales material.

For neither does a wise merchant or exhibitor attempt to cover a town that has two or more advertising mediums, with but one medium.

To place displays and publicity stories in the newspapers and to disregard the many available forms of outdoor advertising is very similiar to motoring with but one headlight.

Urge them to turn on the "brights".

### You Can Always Sell More Ad Sales!

## ABOUT THE D. SALESMEN

N. WHITELAW, of Launceston, again comes in for a bit of praise, he being the only manager to go over quota last week.

Varcoe, of Melbourne, is steadily climbing back to respectable figures after a big fall several weeks ago, and Bignell, of Adelaide, continues to hover near the mark. But for the rest, nuff sed!

And now comes the confirmed report that Union Theatres have instructed all of its publicity managers to spend additional money on "Rango". The cash is there for the asking, boys. It's up to you. Couriers form one of the best lines of attack.

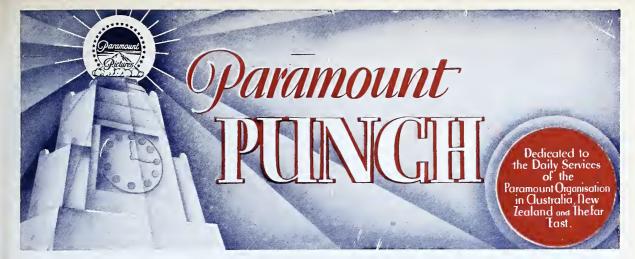
You've probably received a letter regarding the new "2 in 1" lobby display boards. If you're not enthusiastic about them now you will be when you receive your sample. They're the finest ever to be marketed, whether viewed from the artistic or utility angle, or both.

Furthermore, they can be obtained in any design or shading desired to fit in harmoniously with the exhibitor's lobby. They should sell on sight; they should go like hot cakes with the expenditure of a little sales energy.

#### MELBOURNE AD. SALES DEPARTMENT.



The Melbourne office Ad Sales Department showing how Harry Varcoe attends to the display of his posters and oil paintings.



Vol. 5.—No. 9.

SYDNEY, AUSTRALIA.

May 20, 1931.

## PARAMOUNT PRODUCING PICTURES IN ENGLAND.

#### EIGHT FEATURES ON SCHEDULE.

A CCORDING to a cable received last week by Mr. Hicks, Paramount has decided to produce pictures in England.

The cable states that the production schedule for this year calls for eight feature length pictures, featuring English players of note in the leading roles. The first, which will be commenced almost immediately, will be Michael Arlen's "These Charming People", and Cyril Maude will play the stellar role. The second is announced as "Passing Brompton Road", although no further details have been revealed to date.

Paramount is going to give its English baby proper attention, because it is reported that Edmund Goulding, one of Hollywood's most famous directors, will be in charge of the first picture. Goulding will be remembered by his two recent masterpieces, "The Trespasser", with Gloria Swanson, and "The Devil's Holiday", with Nancy Carroll. He is currently directing "Scarlet Hours" at the New York studios, in which Fredric March and Nancy Carroll are co-starred.

Paramount has had English production in mind

for some time now, for nearly two years ago, it acquired a large studio at Elstree. Robert Keane, who has charge of Paramount's foreign production, will take charge of the English plant.

This newly-revealed move on the part of Paramount is indicative of the tremendous scope and power of the company as a film producing organisation. By maintaining in the English studio the same high standard quality of production that has marked the offerings of the Hollywood and New York plants, Paramount is guaranteeing its retention of leadership in every branch of the business,



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. May 20th, 1931. No. 9.



ONCE again Bert Kelly appears in this column. It seems that some guus get all the publicity. But as P. T. Barnum said, "If you can't say something good about me, say something bad. But for the Lord's sake, say SOMETHING about me"... We learn that Bert spends a great deal of his spare time at a gymnasium . . . but, after seeing him in Bathing costume, I've decided to keep away from gymnasiums... if that's what they do to you ... But maybe Bert has a reason for it . . . Maybe he has a secret desire to be like the big boys... just like Claude Henderson and Bert Hagon ... and doing a little training on the side ... If this is so, I should strongly recommend Richmond Beer ... That is, of course, if you can get somebody to buy it for you.



### "DISHONORED"

LAST week I saw "Dishonored". I lost myself in its story . . . in the fascination of its characters . . . in the super-suspense of its emotional, dramatic plot . . . and I must say that this picture stands out from anything that I have seen in recent years.

There is a plot that dominates . . . but not at the expense of interesting characterisations. There is an effective change of pace in the telling of the story, which carries you from swift, exciting action to a deliberate measured tempo that builds the suspense until it is charged with electricity. "Dishonored" is a triumph for von Sternberg, that genius of directors . . . and a triumph too for Dietrich. Her sudden success in "Morocco" is newlymade history. Few stars with the exception of Chevalier, have attained such terrific popularity in one picture. Dietrich is peculiarly well suited for the role of that inscrutable . . . enchanting spy, "X27". She has the rare talent to search the very soul of the woman she portrays . . . and to cast a spell over her audience while bringing the character to life on the screen. "Dishonored" is boxoffice. Of this I am certain. I foresee nothing less than success of sensational proportions for this production.

Inoinstal of

#### "Dishonored".

MR. HICKS announces that Marlene Dietrich's second dramatic production, "Dishonored, has been definitely set for extended season runs at the Melbourne Capitol and Sydney Prince Edward Theatres. While no opening dates for the picture have been finalised as yet, it is disclosed that the releases will take place early in June.

Mr. Hicks further announced that the opening of "Dishonored", both in Sydney and in Melbourne, will be backed by a tremendous advertising, publicity, and exploitation campaign, equal in magnitude and selling appeal to that put over on "Morocco".

Conceded almost unanimously by trade and press critics to be a greater picture than Miss Dietrich's first Paramount production, "Dishonored" looms as one of the biggest money-makers of the year.

#### Hermann Flynn Weds.

HERMANN FLYNN, Advertising Manager, has decided to tread the straight and narrow and on June 1st, will be married to Miss Elva Kortlang, a former Paramounteer. Paramount "Punch", on behalf on the Blue Ribbon Bunch, wishes the happy couple all the best.

#### The Zoo Stunt.

REPORTED elsewhere in this issue, is the account of the stunt pulled at the Sydney zoo for "Rango". Screening the picture before a couple of tigers, resulted in some of the biggest newspaper breaks given a publicity stunt for some years. To Bob White of the Publicity Department, we hand the grand prize for pulling what was unquestionably the best stunt of the year. Good work, Bob.



As at May 16th, 1931.

#### DISTRICTS.

Position.					P	Percentage.			
1.	J.	Gr	oves	• •	• •				88.94
2.	F.	Ga	wler						85.02
3.	C.	<b>E</b> . I	Hend	lers	on .				82.65
4.	S.	H.	Crai	g.					74.05

#### BRANCHES.

106.06
99.83
89.22
87.73
84.00
83.28
75.15
74.05
47.53

#### AD. SALES.

1. N. Whitelaw Launceston	110.05
2. W. Bignall Adelaide	90.79
3. H. N. Varcoe Melbourne	89.66
4. H. Quincey Brisbane	85.22
5. J. O'Neill Sydney	73.60
6. R. Lawn Perth	71.99
7. B. Kuch Wellington	61.43

#### "Unfaithful" at Capitol.

RUTH CHATTERTON'S latest starring picture, "Unfaithful", commenced an extended season at Paramount's Capitol Theatre, Melbourne, on Saturday last. If the opening figures are any criterion, the season should be an exceptionally good one.

#### Praise for "Rango".

"THE MANAGER, Capitol Theatre, Haymarket.—Dear Sir: 'Rango' is the finest picture of its kind I have ever seen. In my opinion it even surpasses that great production, 'Chang'.

"Interspersed as it is with such amusing and pathetic incidents of animal life, and filmed under such natural conditions, 'Rango' will appeal to all.

"From an educational point of view, it should prove invaluable to the whole of the schools throughout the State.

"Yours faithfully (signed) Alfred Spain, Chairman, Taronga Zoological Park Trust".

#### Mick Gives Service.

MICK STANLEY and his theatre staff, including W. Peck and Reg Felton, are a busy trio these days, and nights too. Four copies of each of the disc recorded features have to be screened and tested, together with every print of our usual features. With 44 disc pictures, and then the usual features arriving by each boat, this is quite a job, but Mick and his staff are on the job night and day, in order to give the branches service. Then, on top of these, are the other screenings, for trade, press, Union Theatres, and staff, which all goes to prove our statement that Mick sees more Paramount Pictures than any other person in the country.



## NOW!

## PARAMO

"PHIL. M. DAILY" ON "SKIPPY".

U.S.A. CRITIC ENTHUSES.

COME months ago, Paramount conceived the idea of producing a series of pictures for the purpose of "bringing the kids back to the theatre". Its first offering was "Tom Sawyer", and that picture's success at the box-office is now history.

The second film in that series, "Skippy", has just been previewed in America and acclaimed, by every trade critic of note in the industry, as one of the finest motion pictures ever offered a jaded public. Chief of those to deliver a paean of praise for Paramount and "Skippy", was Jack Alicoate, Editor of "Film Daily". Here are just a few of his flattering remarks:—

"We made a cinematic social call at the Paramount, and thereby hangs a tale. 'Skippy' was the attraction, and after seeing this compelling bit of humaness, we had no alternative than to stop work for the day. Why seek wonders after one's first visit to the Grand Canyon? Why look for a thrill immediately after an Army-Notre Dame game? 'Skippy' is more than a picture. It is an inspiration . . .

"'Skippy' could not be told, as a story, by mere words. It is an enchanting and beautiful page of life, as honest as an old-fashioned garden, and as exhilarating as the first breeze of spring. In a way that is refreshingly different, it has everything. And as far from the usual cinema emotional conventions as daylight from dark...

# Doings-of the Paramount Club

There are many entries for the tennis championship, the date for the commencement of play for competitions, will be June 15th.

The Committee has decided to pay from the accumulated funds of the Loan Scheme, member's fees to a like amount of what he or she personally subscribes. That is to say, a member of the club just join- Fig. 2. ing and paying the first quarter's subs, will have the second paid from the funds. A proportion of your subs up to a period of six months, will be paid, provided the member pays a like amount, and for a smaller period in proportion.

The Club is holding a dance at the Palais Royal on Friday, 29th May. Club members will have the privilege of a special reduction in tickets, but friends will be required to pay the regular Palais admission. through the purchase of Club tickets. The club thereby obtains a concession, which goes towards the funds.

A theatre party is to be arranged for the week of June 15 to 19, at Her Majesty's Theatre. Members of the club will be given a seat, while friends will be expected to pay the usual admission.

THE ORIGIN OF THE TRADE MARK



Fig. 1.





Fig. 3.

Back in 1916 an order was placed with the Lesan Advertising Agency of New York for a trade-mark to be ready the next morning. First a homemade mountain was made as in Fig. 1.

It didn't look high enough so some stars were added to lift it up. It then looked like Fig. 2.

Then the words, Paramount Pictures were added and it looked like Fig. 3. A commercial artist was called in and next morning he brought in what was today's Paramount trade-mark and which Mr. Zukor said recently was worth £3,000,000.

### PUNCH

ALL WAYS ALWAYS!



# 



SEVERAL members of the Wellington Branch are golf enthusiasts and Otto Doepel has forwarded three problems, asking golfers in other branches to assist in the solving

of them.

Problem"A"—Tommy Hansen and Ort Mangin are engaged in a game of nine holes and are exactly even after playing the eighth hole. Mangin has played the last hole in six, and, just as he completes it, is summoned to the telephone in the club-house. Mangin called to Hansen to complete the hole and goes into the Club-house. Who wins, and in how many strokes does Tommy Hansen make the hole?

Problem "B"—Bert Saunders is playing in a secluded corner of the fairway and has already had five strokes, and has an excellent prospect of doing the hole in either ten Making a powerful or fourteen. stroke with a brassie, he misses the ball entirely. Looking all round he real ses he is quite alone. The grass, the trees and sky are exactly where they were. There are no sounds, all is quiet, and he sees no immediate evidence of the existence of an avenging Deity. How many strokes has Bert

Problem "C"-Verna Browne and Dorothy Carson invite Beth MacGregor to act as umpire or arbiter in the case of the ownership of a mid-iron. They have found it amongst their kit, each having a mid-iron already and each being uncertain as to whether she had an extra mid-iron. On looking at the mid-iron it reminds Beth of a mid-iron which she is nearly sure she left in the club locker last year—either in this club or another club.

Question-after the award is all over, how many mid-irons has Verna and how many Dorothy?

# PERTH PARS

NON and Gwen have been working at top speed in the Shipping Department recently coping with the extra holiday business.

We are wondering what attracts a certain young man from the Prince of Wales Theatre over to this office each lunch hour.

Ron Lawn has shifted his residence to the seaside resort of Cottesloe. He have reason to believe that this is not her name.



This is not an ad. for Richmond beer, but merely Bert Kelly and Bert Hagon of the Melbourne branch, snapped at the seaside, Bert Kelly's son and heir is the little chan in the

What price the budding ballet girl? Cass O'Reilly, of the Film Examination Department, has joined the Ballet of the Bondi Operatic Society.

The girls and boys of the Despatch Department are wondering why Mary Colman is fretting so much lately. Is it the loss of the telephone mechanic who was working in the building recently?

Gordon Brookes, N.S.W. Branch Manager, is back at his desk after two weeks' vacation.

tels us it is for his health, but we MURMURS from MELBOURNE

About that Capitol Cricket Match. Our lads want it known that they won the match easily. Judging by the rivalry aroused between the Capitol and our staff, I would like to see the forthcoming Football Match. Get the Crepe ready!

"Hendy" arrived back from Adelaide all sunburned and full of pep (most unfortunately for the hastytempered canvasser who left with a crest-fallen air).

Harry Massina (our Office "thrill") voted the female applicants for a vacancy here, as disappointing. We are thinking of advertising again, as we must maintain our standard of office beauty.

Bert Kelly attends a gymnasiam now—he is so proud of his physical prowess these days.



Dear Miss Dox,

Men are such inconsiderate beasts. Every lunch hour, while I am relieving at the H.O. switchboard, a very charming boy from the Traffic Department persists in hanging about the door and chatting with me. I am very fond of this lad, and love to hear him talk, but imagine what one of the executives would think if he suddenly heard, "Audrey, I love you", coming over the wire. Furthermore, I can't very well tell him to go to blazes, because Mr. Hicks or Mr. Clark might think I was speaking to them. What should a poor telephonist do in a case like this?

> Yours in difficulty, Audrey G.

Dear Audrey,

Your problem is so simple, I nearly fell off my seat laughing. My dear, actions always speak louder than words. Is it necessary for your boy to tell you he loves you? Wouldn't it be just as satisfactory -or even more so-if he were to physically demonstrate his affection for you? When I was a girl, I preferred a strong arm to a glib tongue. The former is always worth a thrill, while the latter soon becomes worn and scratched, like an old gramaphone record. Think it over, my dear, the lover that can't create a tingling sensation with a touch, isn't worth a candle.

> Yours, Dirothy Dox.

### "RANGO" STUNT CRASHES PRESS.

PICTURE SCREENED AT SYDNEY ZOO.

A N unique stunt to mark the opening of "Rango", at the Sydney Capitol, and one that drew more free publicity space than any attempted for a long time, was that of screening a portion of the jungle film to two tigers at the Taronga Park Zoo.

By special arrangement with the Zoo authorities and Western Electric, a portable sound equipment was erected in the tigers' cage. The stunt was announced as an experiment to test the reaction of zoo tigers, when confronted with jungle scenes and sounds, and several members of the Royal Zoological Society were present as guests of the Zoo.

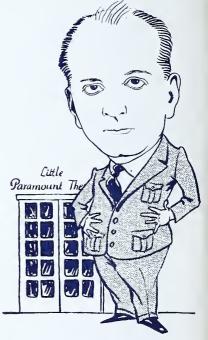
Every metropolitan newspaper was represented with reporters and photographers, two of them being leading feature story writers. As a result, the humorous antics of the tiger-audience were just as amusingly told in the press on the following day.

The credit for this enterprising exploitation stunt, goes to Bob White of the Head Office Publicity Department.

#### NEXT ISSUE, JUNE 3rd.

The next issue of Paramount "Punch" will be published on Wednesday June 3rd. The "dead-line" for all copy is the Monday prior to that date.





IF you ever hear a loud "Willie" shouted about the second floor, you are on the safe side in assuming that a screening will shortly take place in the Little Paramount Theatre at Head Office. But, if you hear "Up two Willie", you can bet a trip round the world to a Capstan that the screening is on. All this is to serve to introduce Harold "Mick" Stanley, Manager of Shipping at Head Office, and "keeper of the gate" at the Little Paramount Theatre. Of course, Mick is the owner of the voice that issues the commands to "Willie".

Old Man Stanley, who is also a Paramounteer, tells me that his boy got the name of "Mick" many years ago, because, as a child, he looked like a priest or an archbishop, or something. Of course, if people carried out the same principle now, Mick would be called all kinds of names, and many of them wouldn't be nice ones, either.

#### Claudette's Next.

CLAUDETTE COLBERT is to be starred in an adaptation of Louis Bromfield's current best-selling novel, "Twenty-four Hours", upon completion of her role opposite Maurice Chevalier in "The Smiling Lieutenant". George Abbott has been given the directorial assignment, production being scheduled for the New York studios of Paramount. Fredric March will probably have the male lead.

#### Youthful Stars.

PARAMOUNT has centred its youthful film talent in the cast of "Confessions of a Co-Ed", with the assignment of Frances Dee, Norman Foster, Jean Arthur and Claire Dod to appear with the co-featured pair, Phillips Holmes and Sylvia Sidney. This sextette will be seen in the picturisation of the diary from the pen of an anonymous university student. Production starts this month.

#### Dolores Del Rio.

DoLores Del Rio, romantic star of "What Price Glory", "Ramona" and other successful films, has been signed to play opposite Richard Arlen in "The Rose of the Rancho", Paramount's forthcoming talking picturisation of the stage success, by David Belasco and Richard Walton Tully. Production will start following Arlen's completion of his role in "The Lawyer's Secret".

#### "The Vice Squad".

CAMERA work has just been completed in Hollywood on "The Vice Squad", a Paramount picture, starring Paul Lukas. In this production, which is from an original by Oliver H. P. Garrett, Lukas is featured in the role of a police "stool pidgeon". It was directed by John Cromwell, with Kay Francis, Helen Johnson, Esther Howard, Rockcliffe Fellows and Tom Wilson in the cast.

# GOSSIP

DOLORES DEL RIO IN

''ROSE OF THE
RANCHO"... TWO BIG
SPECIALS COMPLETED
...KIDS MAKING
"QUEEN OF HOLLY
WOOD"...



Just an old skiing custom. Sylvia Sidney and Phillips Holmes are sweethearts in "Confessions of a Co-Ed" which is at present in production.

#### "American Tragedy".

PARAMOUNT'S picturisation of Theodore Dreiser's sensational novel, "An American Tragedy", has just been completed before the cameras. It features a large and particularly strong cast, including Phillips Holmes, Sylvia Sidney, Frances Dee, Irving Pichel, Charles Middleton, Arlene Judge, Emmett Corrigan and Claire McDowell. Josef von Sternberg directed.

#### "Queen of Hollywood".

ADDITIONS to the featured cast of Paramount's forthcoming juvenile film, "Queen of Hollywood", are Juliette Compton, Edna May Oliver and Louise Fazenda. Mitzi Green and Jackie Searl will have the child leads. The film story, which is based on Sinclair Lewis' latest novel, "Let's Play King", deals with the adventures of Hollywood's juvenile screen stars.

#### New Director for Clara.

WHEN Clara Bow starts work on her next Paramount production to follow "Kick In", it will be under the direction of one of Hollywood's newest megaphonists. He is Stuart Walker, former director of some of America's leading stage companies, and recently placed under contract by Paramount. The forthcoming film for Miss Bow has been tentatively titled "The Secret Call".

#### "City Streets".

A microphone "gun", so designed that it may be aimed at any part of a large motion picture set to pick up and amplify even the slightest sound while remaining stationary itself, and excluding all unwanted noises, was recently perfected by Paramount sound engineers. It was used for the first time, for the recording of scenes of "City Streets", co-starring Gary Cooper and Sylvia Sidney.

#### Paul Lukas' Next.

"WOMEN LOVE ONCE", an adaptation of Zoe Akins' stage success, "Daddy's Gone A-Hunting", has been selected by Paramount as the next starring picture for Paul Lukas. Production is scheduled for this month at the Hollywood studios, under the direction of Edward Goodman, noted stage producer, recently placed under contract by Paramount.

# SELEING D-SALES

#### NEW LOBBY STAND.



THE accompanying illustration shows the new "2 in 1" lobby stand now in stock at every Ad. Sales Department.

The features of this new item, which will be considered favorably by every astute showman, are the adaptability of the stand for the display of either 11 x 14, 14 x 17 or 22 x 28 photos, and the unique, artistic finish that can be had to tone in with any and every lobby.

Don't neglect to demonstrate this innovation to every exhibitor who enters the building. Send circular letters, outlining its features, to those in the country. Let them all know that, in the "two-in-one" board, Paramount offers them the finest thing of its kind on the market. Chat him regarding his requirements, and assist him in the selection of the color scheme from your numerous samples.

The exhibitor's lobby is his show window. Convince him that its effectiveness depends upon the attractiveness of its fixtures.

#### ABOUT THE D. SALESMEN

ROR consistency, it appears as though N. Whitelaw of Launceston, and W. Bignell of Adelaide, are leading the field. Both went over quota twice during the past fortnight, and both have maintained high figures throughout the drive.

Varcoe of Melbourne also cracked it for the week ending May 9th, after an upward struggle of five weeks.

The above-mentioned gent also made a special drive and had a striking display of the new style banners for "Moroco". His hire charges on these were a material help towards attaining quota.

Another consistent Ad. Salesman is H. Quincey of Brisbane. He smacked Quota for a huge margin last week, A few more like that, and he'll be heading the list.

It might be well to remark here that a consistent drive on Sound Trailers should be maintained by every Ad. Salesman. They are still the cheapest form of Advertising on the market, and are seen by more persons than any newspaper ad. If the exhibitor balks, ask him how much it would cost him to put his message before the same number of persons in the newspaper. For a pound, he'd get one insertion of about one inch.

# You Can Always Sell More Ad Sales!

#### An Ad. Sales Order with Every Contract!

Vol. 5.-No. 10.

SYDNEY, AUSTRALIA.

June 3rd, 1931.

# NEW QUOTAS SET FOR REMAINDER OF YEAR.

#### THE BANNER YEAR CONTEST.

EVERY District and branch manager, together with all Ad. Sales Managers, should be already in receipt of their new quotas for the second half of the year. These figures, which have been set personally by Mr. Hicks, in co-operation with Messrs. Clark and Hurworth, are the result of a careful analysis of each and every territory. The present economic situation which prevails throughout the world was also taken into consideration, and was the cause for the all-round reduction in quota figures.

Ad. Sales Managers, too, in most cases, have had their quota figures reduced, but Mr. Kennebeck, who sets the new mark trusts that the boys in the field will give more consideration to the sale of Ad. Sales' material.

"Adverse trade conditions", said Mr. Kennebeck, "should be the means of theatres taking more advertising material, instead of reducing their standing orders. Fairweather showmanship will not get by in these times. The exhibitor must now go after his business, and Ad. Sales Managers should sell more posters now than ever before".

Mr. Shauer and Mr. Seidelman have made quota changes too, for the entire Foreign Legion. These changes are made for every quarter of the Foreign Legion Banner Year Contest. The Blue Ribbon Bunch were among the place-getters in the first quarter, and we stand close to the leaders in the current quarter. With a reduction in our national quota for the remainder of the year, we stand every chance of annexing at least one of the prizes. Still, we have tough opposition, and to lead the rest of the bunch, each and everyone of us will have to go all out for extra business. Let's Go!



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. June 3, 1931. No. 10.



LAST Thursday, we in Head Office were treated to an exhibition tennis match on the roof court, between Bruce Moore, Australian junior champion, and Victor Mc-Grath, the schoolboy champ. We saw real tennis, and after witnessing this exhibition, I am more than convinced that I had better stick to golf. I am sure that many of the on-lookers were of the same opinion too, if they would only speak the truth. Artie Naylor as scorer, and Charlie Donaghey as umpire, did their best to mar a brilliant exhibition, but despite their efforts, it was a great show. A doubles exhibition was also staged between Bruce Moore, partnered by George Lawrence, and Vic McGrath, partnered by Harold Higgins. This too, was a great game. George suffered at first from stage fright, but later made up for it by playing a brilliant game. Harold Higgins showed us that he is a greatly improved player since last season, and he looks a certainly to retain his Paramount championship cup.



#### HERE COMES THE SUN.

WITH the announcement of Paramount's 20th Birthday Jubilee Programme, made by Mr. Kent last month at the Paramount Convention at Atlantic City, comes the dawn of better times in the show business.

Good pictures are worth more to-day than at any time in the past. Nothing can take the place of good motion pictures, plus manpower and its high morale, for which Paramount is justly famous.

These motion pictures are assured as you will see on the inspection of the 20th Jubilee Announcement Book which all district and branch managers will receive in a few days.

I am sure that this coming product will give the entire industry a new impetus, which I have every reason to believe is destined to bring theatre business to new and surprisingly high levels, regardless of current business conditions in other lines.

I know that this new product is going to bring sunshine on the darkness of the present adverse conditions. Sunshine for exhibitors and for Paramount, too.

Juonstiel of

#### "Pop" Flynn Married.

ON Monday evening last, Hermann 'Pop' Flynn, Advertising Manager, joined the ever-growing ranks of the Benedicts, the lady in question being Miss Elva Kortlang, a former Paramounteer.

The event took place at St. Clement's Parish Church, Marrickville, following with a reception at the Masonic Hall, at which a number of Paramounteers were in attendance. The many eulogistic speeches that were included in the programme conclusively demonstrated the esteem with which the genial "Pop" is held by his associates, not only in the commercial world, but in sporting and social spheres as well.

Following the wedding breakfast, Mr. and Mrs. Flynn left for parts unknown, in the former's dashing green chariot. Paramounteers not in attendance at the big event, are looking forward to the proffering of hands, and vocalising of congratulations a fortnight hence.

Added to the many valuable gifts received by the bride and groom, was an attractive set of cutlery, presented with the best wishes of the boys and girls of H.O. and Sydney Branch.

#### Bert Matts, Too.

A LBERT MATTS of the Despatch Department, is yet another who felt the urge to tread the straight and narrow. Bert was married quietly on Saturday evening last, at the Congregational Church, Burwood, to Miss Agnes Crowe. Through the columns of "Punch", all Paramounteers extend congratulations and best wishes.



As at May 30th, 1931.

#### DISTRICTS.

Position.	Percentage.	
1 J. Groves	84.66 82.51	

#### BRANCHES.

1 T. Kennard Singapore	106.06
2 A. Olsen Batavia	
3 C. J. Shepherd Brisbane	89.60
4 P. C. Board Adelaide	88.81
5 H. Kelly Melbourne	83.58
6 G. Brookes Sydney	82.62
7 C. Abotomey Perth	75.60
8 S. H. Craig Wellington	72.86
9 S. Robinson Sourabaya	47.53

#### AD. SALES.

1	N. Whitelaw	. Launceston	109.56
2	W. Bignell .	Adelaide	91.02
3	H. N. Varcoe	Melbourne	87.81
4	H. Quincy .	Brisbane	83.77
5	J. O'Neil	Sydney	73.12
6	R. Lawn	Perth	71.31
フ	B Kuch	Wellington	60.23

#### Paul Verdayne Returns.

PAUL VERDAYNE, Paramount exploiteer in the Far East, will arrive to-morrow by the s.s. "Nieuw Holland", from Singapore, on his first holiday to Sydney for five years. He is accompanied by Mrs. Verdayne and small daughter.

Paul was one of the original members of the Exploitation Department, handling one of the several roadshows throughout Australia on "The Ten Commandments". In 1926, he departed for the East, to put over that film to the Chinese, Malays, Javanese and other natives, not to forget the Whites, who inhabit that unique part of the globe, and has remained in Singapore ever since.

During the five years that he has been guiding the destinies of Paramount attractions in the Far East, he has executed many worthwhile seat-selling stunts. Paul's forte seems to be the radio, and after he has set the listeners-in on their toes with a pep talk on a forthcoming picture, he lulls them into peaceful submission with his splendid singing voice. No one can resist the urge to be buy a ticket after that.

After a few week's respite in Australia's temperate clime, Paul and his wife and younster will journey back to Singapore, where the fact that, "If it's a Paramount Picture, it's the best show in town", will be more firmly than ever impressed upon the racial conglomeration there.

COMING

Paramount's 20th Birt hday Jubilee Product.

A BOX OFFICE GUARANTEE.



#### DO IT NOW!

### PARAMOU

#### 1931-32 PROGRAMME.

### PARAMOUNT ADOPTS FLEXIBLE POLICY.

Paramount's 20th Jubilee Group. Paramount will adopt the flexible production policy which was inaugurated last year. Therefore, at the recent convention held at Atlantic City, only 40 of the programme of 70 pictures were announced.

"A certain number of films", Mr. Lasky, vice president in charge of production, says, "have been left undecided, in order to give elastic play to the Paramount schedule. This will enable us to meet any new developments in popular taste without committing ourselves to a hard and fast list, which might leave us with out-moded subjects by the end of the year, in view of the ever-shifting trends in the public's desires. This policy, first tried out last year for the 1930-31 programme, proved so successful that it is being continued for the new season.

"It is in accordance with the fact that the preferences of film-goers are now all-embracing, instead of being concentrated on one particular style of entertainment. In earlier days, the production schedule of a major screen company could lean heavily on Western stories or backstage romances or underworld melodramas. Nowadays, other types are also in demand. No one can say authoritatively, that a certain kind of talking film production should be preeminent. So, without neglecting the cowboy narratives or other established favorites, the Paramount schedule gives good representation to other classes of entertainment.

#### PARA. NEWS AGAIN.

TWO epochal adventures of unprecedented nature will be exclusively recorded by Paramount News in the near future.

These exploits are respectively the venture of Sir Hubert Wilkins, the noted Australian explorer, to the North Pole in the submarine Nautilus—an achievement never before tried in the varied flights of Arctic history—and a solo flight by Ruth Nichols, noted woman flier, who will take off by herself in an attempt to span the ocean by air to Europe,

A Paramount cameraman will presently leave from London for Spitzenberg, to connect with the Wilkins under-sea boat. After making appropriate preliminary shots to provide background, the cameraman will turn over his camera and sound apparatus to the submarine crew.

#### FLORAL DISPLAY.



Huge floral bed in the San Fransisco Municipal Park as a welcome to the Paramount Western Division Convention.

There's Plenty of Punch in the Blue Ribbon Bunch!

### PUNCH

# and ALWAYS!



# BRICH (DISE)

### Bits-from Brisbane PERTH 2 PARS

It is with great pleasure that we announce the engagement, through these columns, of our Mirrie Gibson, of the Booking Department, and Claude Smith, Salesman with Fox Films, Brisbane,

His Master's Voice has little effect on little Peter; he specialises in neighbours' fowls, scratching and marking Dodge Cars. Of course, Alsatians do none of these things—they specialise in prizes at shows. Ask Murray Milholland. His puppy, at a recent Show, won: a Cup, Blue Ribbor, Certificate and was acclaimed the Champion of the Show.

Clara spends her spare time teaching Elocution; two pupils were successful in a recent Eisteddfod, in fact, one of them gained honors.

Mick Stanley, alias Sam Katz, leaves for his annual vacation today. Mick refuses to disclose his destination, but we hear that he is taking fishing tackle, so there will be quite a number of fish yarns when he comes back.

We have a budding golf enthusiast in the person of Dick Horwood in the Despatch Department. Dick is anxious to get in touch with anyone desiring to dispose of second hand golf requisities, especially plus fours. We are wondering why a certain male member of the staff gets all the nice sayings on the biscuits with his morning tea.

Mr. Abotomcy had a camera presented to him this week and he now will be able to take a photo of himself in his recently acquired Ford car.

Judging by the number of times Miss O'Neill of the Accounts Department attends dances at Fremantle, she should now be an expert at the Canadian Barn Dance.

A certain female member of the Booking Department seems greatly concerned whether Teller No. 2 had an enjoyable holiday at Kalgoorlie. What did he tell-er?

The depression seems to effect us in more ways than one as Don Broadley has found that it is necessary to communicate through the Penfriends column of a prominent newspaper to get in touch with one of the fair sex of this town.

Gwen makes certain all films delivered to the Prince of Wales Theatre are despatched with her loving wishes.

MURMURS From MELBOURNE

Bert Kelly is touring the State for extra business with his customary assurance and wads of contract forms. He's betting gooseberries to Stetsons he fills the forms, but never states who is wagering the Gooseberries,

Frank Heydon (Booker), has the gold "bug". Any week-end he may be seen with his optimistic look, a pick and a real pair of bowyangs scouting the local hills.

We are happy to welcome a new member to our offices in Miss Casey, daughter of the well-known film identity "Dan".

# CAPITOL HATTER

The tell-tale flashing of a diamond circlet, on THE finger, proclaims to all and sundry that Miss Mavis Ashley has taken the first step along the pathway leading to double harness. The riddle at present lacking an answer is "Who is HE?". But Miss Ashley just smiles that inscrutable smile that suggests the sphinx—or Marlene Dictrich—and, like Brer Rabbit, she says nothing! All that is known about the mysterious lover is that he does not belong to the theatrical community.

Football is well "in", and the Capitol boys are practicing with might and main for a notable contest. Ye laddies of the Paramount Exchange will be their sturdy opponents,

### PARAMOUNT PICTURES FOR PRINCE EDWARD THEATRE

#### FOR NEXT FIVE YEARS.

MR. HICKS announces that a selection of Paramount's extended season attractions of the next five years will be played in the Prince Edward Theatre, according to a franchise agreement signed yesterday by Dan Carroll, Managing Director, on behalf of that theatre, with Paramount.

This arrangement means that Paramount Pictures will co-ordinate its selection of long-run attractions as well as stage talent and interchange of Musical Directors between the Prince Edward Theatre and Paramount's Capitol Theatre in Melbourne. In pursuance of this new policy, Mr. Carroll has arranged for the stage act of Madame Starita and her Ten Girl Violinists to play at the Prince Edward shortly, following upon their success at Paramount's Capitol Theatre in Melbourne.

Some of the Paramount attractions coming to the Prince Edward under the new franchise agreement will be Marlene Dietrich in "Dishonored", Maurice Chevalier in "The Smiling Lieutenant", and Clive Brook, with Tallulah Bankhead in "Tarnished Lady".

For the Showmen of the World...

PARAMOUNT'S 20th BIRTHDAY JUBILEE PRODUCT





"BILL" CLARK.

BILL CLARK is of New Jersey. Way back in the 'Nineties, they called him "Willie" at school, but several years later, at Princeton, they called him "Wild Bill", which goes to show how a young man changes between primary school and college. Out here, in the land of sunshine and old man depression, he is always referred to by the industry as Bill Clark of Paramount, "a great guy, and a helluvagood fella". Still, the Sydney "Daily Telegraph", once called him "Bertie", which proved an anxious time for the writer, whose job is to see that the newspapers publish the truth about Paramount and Paramounteers. However, we trust that Will will soon live it down. But, if his brother John of New York sees this column, I have my doubts.

The background of the above cartoon, is George Lawrence's idea of the famous Spanish bungalow.

#### Ruth Chatterton's Next.

RUTH CHATTERTON'S next dramatic production for Paramount, to follow "Unfaithful", will probably be an adaptation of Leonard Merrick's "Laurels and the Lady". It is the story of a woman who vindicated a notorious past and won love. Samson Raphaelson, one of Paramount's leading contract writers, is preparing the adaptation, and Edward Goodman will handle the direction.

#### "Girl Habit".

CHARLIE RUGGLES has started work on his first starting comedy for Paramount, tentatively titled, "The Girl Habit". This production, announced previously under the title of "On the Make", is an adaptation of the stage comedy success, "Thirty Days", by A. E., Thomas. Lyda Roberti, Polish comedienne, has been selected to play opposite Ruggles, and Eddie Cline is directing.

#### "An American Tragedy".

N keeping with the authenticity of what were designed to be the most realistic courtroom scenes ever incorporated in a picture, six real newspapermen were included in the cast of "An American Tragedy". Leading roles in the picture are played by Phillips Holmes, Sylvia Sidney, Irving Pichel, Charles Middleton and Claire McDowell. Josef von Sternberg directed.

#### Technical Advice.

Siguard Wathney, Norwegian skiier and winner of more than 150 prizes in international tournaments, was technical advisor on winter sports scenes in "Confessions of a Co-Ed", co-featuring Phillips Holmes and Sylvia Sidney.

# Gossip

RUTH CHATTERTON'S
NEXT... "SMILING
LIEUTENANT" COMPLETED... UNIQUE ROLES IN
ALL-STAR FILM... "NIGHT
ANGEL" NEW TITLES...
KID FILM STARTS...
RUGGLES STARRED...



The two Coogans Jackie and his kid brother Robert, who have both recently signed Paramount Contracts.

#### Unique Roles.

PARAMOUNT'S newly-completed all-star film, "The Lawyer's Secret", presents two of its leading players in entirely new characterisations. Richard Arlen, long associated with western garb, appears as a sailor, while Charles Rogers is presented in a straight dramatic role, and without any romantic instances. Others in the cast are Clive Brook, Jean Arthur, Fay Wray and Francis McDonald.

#### "Smiling Lieutenant".

MAURICE CHEVALIER
has just completed work on
his newest Paramount production,
"The Smiling Lieutenant". The
film is an operatic comedy, of the
"Love Parade" type, and with
music and lyrics by Oscar Straus,
famous Viennese composer, and
Clifford Grey. Ernst Lubitsch directed, with Claudette Colbert,
Miriam Hopkins, Charlie Ruggles
and George Barbier in chief supporting roles.

#### New Title.

"IGHT ANGEL" is the new title for the production, costarring Fredric March and Nancy Carroll, which was previously known as "Scarlet Hours". It is a dramatic production, from the pen of Edmund Goulding, the director, with principal scenes laid in Prague, Crecho-Slovakia. In the chief supporting roles are Phoebe Foster, Alison Skipworth, Alan Hale and Hubert Druce.

#### Juvenile Film Starts.

PRODUCTION has started in Hollywood on Paramount's next juvenile picture, "Let's Play King", previously announced as "Queen of Hollywood". It is an adaptation of Sinclair Lewis' Nobel Prize novel, "Let's Play King", and is being directed by Norman Taurog, who recently finished the direction of "Skippy". Mitzi Green, Jackie Searl, Louise Fazenda and Edna May Oliver head the cast.

#### "Women Love Once".

THE cast of "Women Love Once", a forthcoming production, starring Paul Lukas, with Eleanor Boardman, has been augmented by the addition of Helen Johnson and Juliette Compton. Lilyan Tashman, previously announced for one of the featured roles in this film, has been transferred to another production. "Women Love Once" will be directed by Edward Goodman, former stage producer of note.

# AD-SALIS

#### SELL POSTERS!



THE 24-sheet on "Skippy", illustrated above, is just one of the many colorful, attention-compelling posters supplied to you on current attractions. The sale of a 24-sheet means big money, and a handsome margin of profit for Paramount. The sale of six-sheets, threes and ones means the same in smaller proportions. But any way you look at it, posters spell MONEY.

The excuse for non-sales is probably that exhibitors have tightened up on their advertising expenditures. That's not news. Everyone knows it, and deplores it, but as an excuse, it fails completely. The Ad. Salesman's job is to convince exhibitors of the fallacy of their arguments. Advertising is never more necessary than during hard times. The wise exhibitor is not he who is afraid to spend, but rather he who knows how and when to spend.

The chief value of the poster is repetition. If it's prominently placed, the prospective patron sees it so frequently that he finally becomes convinced that the picture, so attractively advertised, is worth viewing. Far more persons in a given community read and absorb what is on a hoarding than that which is advertised in the newspapers. Hence the superiority of posters as a form of advertising.

Employ all these arguments on your customers, when they come in, or write in for Ad. Sales material. Don't take depression or enforced expense cutting for an answer. Don't ask the exhibitor what he would like, tell him what he should take on each picture. SELL POSTERS!

#### ABOUT THE D. SALESMEN.

WELL, the Ad. Sales boys certainly took one on the chimlast week. Don't know whether they are saving up for a good kick off on the June Drive, or whether old man Quota caught them napping.

In any case, getting back to the June Drive, it might be well to point out its significance. As all should know, this is the last month in the first half of the Banner Year Contest. It's the last opportunity to whip the percentages into shape, to benefit by past mistakes, and bring in the cash before the new quotas are announced. As such, it should be an incentive to work as never before.

We understand that Union Theatres are putting over a Monster Month of June, on which they aim to go out on all of their programmes. Here's an opportunity. Better trot around and interview the local managers.

Varcoe of Melbourne has just written in requesting a large quantity of the miniature posters on Sound Trailers, which he proposes sending to all exhibitors not using the trailer, to be followed up by a sales letter. That's what we call Ad. Salesmanship. Good work, H.N., keep it up.

# You Can Always Sell More Ad Sales!

An Ad. Sales Order with Every Contract!

Country of origin—Australia. Wholly set up and printed by The Market Printery Limited, 372a Pitt Street, Sydney.

Published by Paramount Film Service Limited, of Reservoir Street, Sydney.

Vol. 5.—No. 12.

SYDNEY. AUSTRALIA.

July 1st, 1931.

#### BANNER YEAR CONTEST

We Finish Fourth in First Quarter Drive "For Mr. Kent".

#### AND OVER QUOTA TOO.

N the April issue of "Paramount Round the World", the official organ of the Foreign Legion just to hand, the results are announced of the first quarter drive of the Banner Year Contest.

Great Britain led the field in the special drive "For Mr. Kent", with the fine percentage of 108.83. Australia, however, was close to the front, in fourth place, with a percentage of 100.94.

Although we did not win, we demonstrated that we are a bunch of fighters. We demonstrated too, that despite adverse conditions, we obtained every penny, and honored our pledge to return quota. There are three more quarters left in the contest, and from the show we made in the first, we should take at least one of the valuable prizes.

"Paramount Round the World", says about us...

"To find the Blue Ribbon Bunch occupying fourth perch, and over quota, is exactly what might have been expected from Mr. Hicks' boys. It would be news if they didn't reach quota. The Aussies incidently turned in a whale of a lot of business during March, in tribute to Mr. Hicks, who rounded out ten years as leader of Australasia".

There is another pledge that we made good. Our pledge to get every available playing date for March, in honor of Mr. Hick's tenth anniversary as our leader.

The second quarter drive, sponsored by Mr. Lasky, is almost over, and with the revision of quotas, we should just about take out the Lasky trophy. The result should be made known in a week or two, and we hope to make the announcement in the next issue of "Punch" that the Blue Ribbon Bunch has been triumphant.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. July 1st, 1931. No. 12.



XXXE are looking for an Australian "Skippy". Someone passed a crack about spending all the money when we had one right in head-office. The wise-cracker mentioned Bill Clark. We certainly did name him "Skippy" some time ago, but I'm afraid that he's out as far as "Skippy" is concerned. You see "Skippy" hardly weighs 200 lbs. Then Mick Stanley was mentioned. Mick has "Skippy's" hair, but he too, is out. Charlie Gatward wants to know if he can enter. Charlie said he would be in anything if there was any dough attached to it. The rules of the contest, however. will rule Charlie out, and every other Paramounteer for that matter I'm afraid that despite the protests of Claude Henderson we shall have to spend some money to get our "Skippy".



#### TWENTY YEARS

TWENTY years of leadership!

Twenty years of furnishing to exhibitors and the public the world's finest motion pictures in quantity.

More important, twenty years of living steadfastly up to the original high standard of entertainment, quality, and service envisioned by Adolph Zukor.

Paramount is more than a picture company, more than a great international institution with far-flung office buildings, studios and exchanges enough to form a large city, and manpower sufficient to inhabit it. Paramount is a never-failing source of great shows, delivered when and as promised, a trade-mark of dependability and fair dealing, a protector of exhibitor investments, the foremost bulwark of the industry, staunch and strong as Gibraltar.

Here is no mere commercial enterprise actuated by the desire for profit alone. Here is a responsible, stable institution built upon solid rock, convinced that its purpose of supplying the best popular entertainment to the world millions is a high and essential mission.

Those who buy from Paramount buy more than film in cans. They buy the high ideals, the dependability, the quality guarantees and the other assets symbolised by the Paramount trade-mark that money cannot buy.

(Reprinted from Paramount's 20th Birthday Announcement Book.)

#### Verdayne Returning to East.

PAUL VERDAYNE, Paramount Exploitation Representative in the Far East will return to Singapore on Monday next July 6th per the S. S. Marella. Paul has been in Sydney over three weeks now on a vacation which is his first after six years stay in the Far Eastern Territory.

#### Thornley in Floods.

JIM THORNLEY, General Manager of Paramount's Capitol Theatre made, what he intended to be, a quick trip to Sydney last week. He arrived in Head Office on Monday and after taking up some important matters with Mr. Hicks, left on Tuesday night. Jim, however, was unlucky. He was a passenger on the Melboutne express which was held up by the floods and did not reach the Southern capitol until Thursday.

#### White on Tour.

BOB WHITE, assistant to Reg Kelly in the Head Office Publicity Department will shortly visit Adelaide, Melbourne and Brisbane where he will launch the "Skippy" contest. This stunt, which is reported on page four of this issue will be unquestionably the biggest piece of showmanship promoted by Paramount since the "Vanishing Race" Red Indians.



AS AT JUNE 27th, 1931.

#### DISTRICTS.

Posit	ion.	Percentage.
1 J.	A. Groves	95.21
2 F.	Gawler	83.25
3 C.	E. Henderson	81.89
4 S.	H. Craig	69.74

#### BRANCHES.

1	T.	Kennard Singapore	109.91
2	A.	Olsen Batavia	104.89
		J. Shepherd Brisbane	
4	Ρ.	C. Board . Adelaide	88.90
5	H.	Kelly Melbourne	82.69
6	G.	Brookes Sydney	80.80
7	C.	Abotomey Perth	76.46
8	S.	H. Craig . Wellington	67.74
9	S.	G. Robinson, Sourabaya	59.14

#### AD. SALES.

	Singapore	145.83
2	H. Whitelaw, Launceston	99.05
3	W. Bignell Adelaide	87.42
4	H. N. Varcoe . Melbourne	84.09
5	H. Quincy Brisbane	81.45
6	J. O'Neill Sydney	70.95
	R. Lawn Perth	70.10
8	J. Goodey Wellington	60.73
9	Batavia	58.33
10	Sourabaya	43.75
	•	

#### Exploiteers' Re-union.

On Thursday night last at Adams' Hotel the first re-union dinner of the old "Ten Commandments" Road Show Exploiteers was held, and what a night it was. The function was organised by Mel Lawton now general Manager of the Sydney Prince Edward Theatre.

Among those present were:—
Messrs Hicks, Clark, Kennebeck,
Reg Kelly, Hermann Flynn, Mel
Lawton, Paul Verdayne, Frank
Hanson, Franklyn Barrett, Dick
Winch, John Devine, Martin Brennan (Film Weekly), and Gayne
Dexter (Everyones).

Wires and letters were received from Dallas Cross, Keith Jefferies, and Laurie Thomas.

#### New Product Trailer.

THE feature-length trailer compiled by Arch Reeve on the 20th Birthday Product has been given a strong and suitable title in order to put it into the class of special added attractions for theatres. This title has now been finally set as "The House That Shadows Built". You will recollect that this title was used for the life story of Adolph Zukor and the building of the Paramount Publix Corporation, which was written by Mr. Will Irwin and published in 1929.

This trailer is expected in the next shipment.

COMING . . . .

Paramount's 20th Birthday Jubilee Product.

A BOX OFFICE GUARANTEE.

### PARAMO

# Is there) An Australian "SKIPPY"

NATIONAL CONTEST TO POPULARISE PICTURE.

#### MAMMOTH SELLING CAMPAIGN.

NE of the largest exploitation and publicity campaigns in the history of motion pictures in Australia, will serve to introduce "Skippy", Paramount's unique juvenile character, to the public of this country.

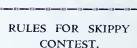
The mainstay of the campaign will be a nation-wide search, through the medium of principal newspapers, for Australia's "Skippy"—the boy most closely resembling Jackie Cooper, who plays the title role in the picture. The quest is scheduled to commence on July 26th, and to be maintained for a fortnight, with an additional four weeks' publicity drive to follow.

Cash prizes are to be awarded the winner in each capital city, and a grand prize of a trip to Sydney or Melbourne, all expenses paid, will be given to the youngster selected as "Australia's Skippy". The cash award for Sydney, Melbourne and Brisbane, has been set at £25; the Adelaide winner will receive £15, and the Perth boy, ten pounds.

In addition to the cash prizes set aside by Paramount, numerous national commercial firms have been induced to tie-in with the campaign

and to offer awards of goods to the successful contestants. Chief of these are Cyclops Toys Ltd., who will concurrently introduce a special "Skippy" scooter on the market, and donate a scooter to the winner in each city; Harry McEvoy Shoe Manufacturing Co., likewise putting out a special "Skippy" boys' shoe, with similar donations, and Stedman Henderson Sweets, introducing and heavily advertising a "Skippy" sweet.

Through their respective agents,



(1) Contest open to all boys be-

tween 5 and 12 years of age.
(2) All judging to be done by

photo only.

(3) Send all photographs or snapshots to—SKIPPY, Box 4040 VV, G.P.O., SYDNEY.

(4) All entries must be mailed before midnight-August 12,

(5) Decision of the judges is final.

the above-mentioned firms plan to give the maximum co-operation to Paramount, and the picture, "Skippy", in each of the other capital cities. Window displays, linking up the new goods with the picture, and individual advertising will be instituted to enhance the mammoth campaign.

Hermann Flynn, Reg Kelly and Bob White, under the direction of John E. Kennebeck, Sales Promotion Manager, have combined forces for the purpose of popularising "Skippy" in a manner unprecedented in Australian motion picture history.

#### ALL WAYS and ALWAYS!



# BRICH (1881)



Bill Hagon dislikes Melbourne—it took him away from Sydney and its charm—our weather upsets him, and now a Melbourne pie has done likewise. After two days, he resumed duties looking "pasty" and "crusty".

Bert Kelly invested on a horse with two seperate "bobs" worth, with no results. He wants to know a sure profitable way of following them. Kindhearted donors of trays of brushes please note.

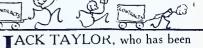
At the recent football match between "Capitol" and "Paramount", the coin was tossed and could not be found. No., Hendy and Bert Kelly were not playing.

### DAYINGS.

"OH for the life of a country booker", sighs Bill McKeown these days. Jack Lang's financial difficulties are nothing compared to job of routing film to N.S.W.'s flooded bush towns. Bill is considering the possibility of perfecting buoyant wheels for railway carriages.

Charlie Hale has returned from a rainy holiday at his home town of Orange. He reports that the green Chev. developed "duck's disease" on the trip, and now attempts to jump off the North Sydney punt at the slightest provocation.

#### HAPPENINGS in HEAD OFFICE



JACK TAYLOR, who has been confined to St. Lukas' hospital for the past few weeks, is expected to be turned loose, hale and hearty, on Saturday next. His cronies in H.O. and Sydney branch will certainly welcome his return.

It is reported that Miss Empton, although a comparative newcomer to Paramount, is setting something of a record for popularity. Her phone calls from masculine friends rival those of any stenog. in the organisation.

"Has anyone seen Marg. Alder's umbrella?" Since she unfortunately left it on a tram the other day, Marg. has been eyeing everyone on the street with suspicion.

"TEN COMMANDMENTS" EXPLOITEERS REUNION.



The gathering at an informal dinner held last week by the old "Ten Commandments" Road Show exploiteers. Standing: Gayne Dexter (Everyones) Reg Kelly, W. J. Clark, Dick Winch, Hermann Flynn, John Devine, Franklyn Barrett, and Mel Lawton. Sitting: Martin Brennan (Film Weekly), Frank Hanson, John W. Hicks Jnr., Paul Verdayne, and John E. Kennebeck.

### FAMOUS GOLFERS IN PARA. PICTORIALS.



COMMENCING with Paramount Pictorial No. 9, soon to be available for local distribution, Paramount will release a series of three shorts featuring internationally famous golfers.

Joe Kirkwood, who appears in the first one, gives a display of trick shots, applicable to regular golf, which this former champion of Aus-

tral a has perfected.

Walter Hag n, in Paramount Pictorial Number ten, appears with such stellar comedy talent as Jack Oakie, Stuart Erwin and Eugene Pallette. Following a comedy scene, they turn the club over to Hagen, who gets them out of a bad lie, and proceeds to trickle off a series of effective shots.

Horton Smith and George Von Elm appear together in the next Pictorial.

#### Paramount Signs Stage Favorite.

PARAMOUNT will introduce a new talking picture player to screen when Georges Metaxa, London stage favorite, assumes his first role at the Paramount New York studio opposite Claudette Colbert in "Secrets of a Secretary".

Metaxa, won acclaim in London for his recent roles in "Bitter Sweet" and "Wake Up and Dream". In the latter production he created the role subsequently played in New York by Jack Buchanan. Before these he appeared in "Will O' the Whispers", "The Bow-Wows", "The Blue Mazurka" and other productions.

# Doings-of the Paramount Club

THE passing of June has seen the first six months of Club activity brought successfully to a close. Shortly, the semi annual meeting will be held, at which a fine report and exceptionally creditable financial statement will be placed before members. Nominations are being called for various offices of the Club.

The Inter Office and Singles Championships are now in full swing. The winners are Miss Alder and Miss Hendrie, and Mr. Sixsmith and Mr. Lawrence. The following points are standing to the credit of the departments in the office tournament. H.O. Accounts, 4; Advertising Art, Publicity and Purchasing, 4; Customs, Film Service, Sales and Statistics, 2; Sales Promotion, H.O. Ad. Sales, N.S.W. Booking and Ad. Sales, 2; N.S.W. Accounts and Despatch nil.





YOU have only to hum a sea chanty near Bill Hurworth, and unconsciously he will go into a "Sailor's Hornpipe". That's what becomes of a chap who spends the early years of his life upon the rolling main. Bill soon realised that the sea was not the place for a young chap with high ideals, and got himself a land-lubber's job. It was such expressions as "sailors don't care", and "And it's the sea, my dear. Look what it does to sailors", that made up Bill's mind. Otherwise, if people didn't say such things about sailors, he would now perhaps, be a skipper of some craft, with a "sweetheart in every port", instead of Paramount Assistant General Manager, with a wife and a couple of great kids, who see him every night, instead of once a year.

Yes sir, when Bill gave up the sea, Paramount got a good man. A man that has, by sheer merit, worked his way up the ladder to his present high executive position. A man who is an example of Paramount Man-

power.

# Newsforth-Studios

#### "Magnificent Lie".

"THE MAGNIFICENT LIE"
has been selected to replace
"Laurels and the Lady", as the title
for Ruth Chatterton's next starring
film. It is an adaptation of the
novel of the latter title, by Leonard
Merrick, and is to be directed by
Lothar Mendes. Production has
just started at the Hollywood studios, with Ralph Bellamy, new stage
discovery, and Stuart Erwin heading the cast.

#### George Bancroft's Next.

MURDER - MYSTERY melodrama, from the pens of Martin Flavin and Joe Sherman, will serve as George Bancroft's first starring picture, under his new Paramount contract. The picture, tentatively titled, "Through the Window", will go into production at the Hollywood studios early in July. Bancroft will portray an aggressive state prosecutor, and Kay Francis will appear opposite.

#### "Follies" Girls.

them some of the most noted stage beauties in the world, play small parts in "Girl Habit", Charlie Ruggles' first starring comedy. Eddie Cline, director of "Girl Habit", needed eight beautiful girls to act as lingerie saleswomen in a fashionable dress shop sequence, and the "Follies" beauties responded. Tamara Geva has the feminine lead.

#### Cast Additions.

FOUR more additions to the cast of "I Take This Woman", in which Gary Cooper and Carole NEW ONE FOR DIETRICH
...CHATTERTON FILM
RETITLED..."MURDER
BY THE CLOCK"...
ANOTHER FOR BANCROFT...CHEVALIER
SONGS ... ADDED
MARX ... PEGGY
S H A N N O N DEBUTS...



A striking scene from Paramount's South Sea romance, "Tabu", which will be available shortly for release.

Lombard are featured, were made with the signing of Helen Ware, Sid Saylor, Albert Hart and Ara Haswell. The film is the screen version of the Mary Roberts Rinehart novel, "Lost Ecstacy". Clara Blandick, and Mildred Van Dorn are also in the featured cast.

#### Mystery Tale Starts.

"MURDER BY THE CLOCK", the adaptation of Rufus King's story of a man who is murdered twice in a single evening, has just gone into production at the Hollywood studios. Sally O'Neil has been added to the featured cast, which already includes William Boyd, Lilyan Tashman and Regis Toomey. She will carry the romantic interest with Toomey. Edward Sloman is directing.

#### "Lady of Lions"-Dietrich.

drama of the glamorous European theatre, has been selected as Marlene Dietrich's first picture since her return from Europe. From an original story by Bartlett Cormack, the new film will present Miss Dietrich in an ultra-modern background, and in a series of unusual, smart gowns, which are now being designed for her. "Lady of the Lions" replaces "Indiscretion", previously announced as the Continental star's next.

#### The Fifth Marx.

T the age of seventy-two, Samuel Marx, father of the famous Four Marx Brothers, made his motion picture debut. He appears in a comedy sequence of "Monkey Business", the clown quartette's current film at the Hollywood studios. Others in the cast are Thelma Todd, Ruth Hall, Tom Kennedy, William B. Davidson and Rockcliffe Fellowes. Norman McLeod is directing.

# SELUNG SELUNG

#### OUT-DOOR ADVERTISING

(By Frank Haining, Exploitation Manager, Birch, Carroll and Coyle
Theatres.)

Editor's Note: Here is a story of particular interest to Ad. Sales Managers. Read it and you will find that Paramount posters adhere to every point laid out by the writer when he refers to good Ad Sales.

OUTDOOR advertising is a branch of Exploitation that demands a great deal of consideration and thought. Too often do we see the spectacle of large hoardings, located in excellent positions, filled with outrageous looking posters, that are such a jumble of color and words, that they would not attract the momentary attention of the most inquisitive small boy, much less the attention of the average theatre-goer.

It goes without argument, that the purpose of the poster is to attract the attention of the passer-by, and at the same time, arouse curiosity and interest in an attraction which it has been put out to advertise, and therefore assist in creating patronage for the theatre, where the attraction is being shown.

To fulfil its purpose then, the poster must contain a well defined and clear-cut appeal, besides being attractively designed, and it must also be able to tell its message in an instant, so that "he who runs may read".

It naturally follows that good posters will undoubtedly do their share in assisting the Box Office, and therefore, discrimination should be used in their selection.

It is safe to assert that many posters which are put up on hoardings, would have the effect of keeping people away from the theatre, instead of attracting them into it.

An attraction may be something of an outstanding nature, but the posters put out for it, through bad designing and arrangement, can create the idea in a potential patron's mind, that the picture is a "dud", and so have the opposite effect to what is intended.

Use posters by all means, and use plenty of them, but see to it that they are worthy of the attraction which they represent, and you can then rest assured that their influence will be felt at the Box Office.

#### A BOUT THE

In this issue, perhaps the less said about the ad salesmen the better. Figures for the past fortnight are unquestionably the lowest recorded by that department for many years.

Joe Goodey, formerly Assistant in the Wellington Ad. Sales Dept., has been promoted to Manager of that department, replacing B. Kuch, resigned.

Just as fearfully predicted in the last issue of "Punch", the special June Drive was a "howling" success. It came in like an evening breeze and went cut in a dead calm. The promised zephyr didn't materialise.

But the sad failure of the June Drive needn't make us despondent over the future. There are six months remaining in which to redeem past flops. It is up to each ad salesman to gird his loins for another assault on Old Man Quota.

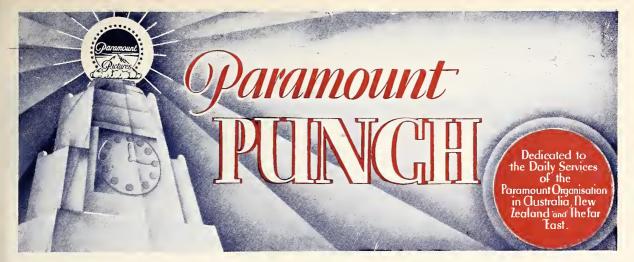
#### FAR EAST QUOTAS.

J. A. Groves, general manager of the Far Eastern Territory, advises that commencing from July 1st, Singapore, Batavia and Sourabaya will be placed on regular Ad. Sales Quotas.

An Ad. Sales Order with Every Contract!

Country of origin—Australia. Wholly set up and printed by The Market Printery Limited, 372a Pitt Street. Sydney.

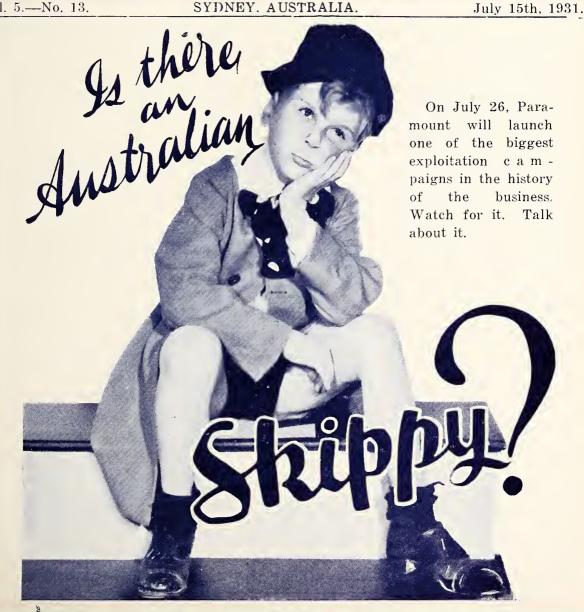
Published by Paramount Film Service Limited, of Reservoir Street. Sydney.



Vol. 5.—No. 13.

SYDNEY, AUSTRALIA.

July 15th, 1931.





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. July 15th, 1931. No. 13.



WITH Bill Hurworth and Claude Henderson tripping together in South Australia and other points west, there will certainly be some interesting golf games. When Bill left Sydney, Fred Gawler asked him how many balls he was taking. "None", replied Bill, "Claude Henderson owes me one". "Well", said Freddie, "what's Claude going to use?"

Freddie need not worry about Claude. He can always be relied upon to pick up at least six balls every time he goes to a course. Otherwise, how would you think he plays the game.

"Punch" received a wireless message from the boat that they both collapsed the first night out, in an endurance contest, which was to see who would pay for the first drink,



#### PARAMOUNT WEEK.

IN a very short while we will be celebrating throughout Australia and New Zealand, the 11th Annual Paramount Week, and with it, will be conducted the contest for the £100 silver shield for the best exploitation campaign put over during that week.

Paramount Week is more essential to the business as a whole this year, than ever before. It will give exhibitors an opportunity to go out and drum up trade.

For Paramount Week, I hope to release "Skippy" simultaneously throughout the country, together with other pictures of outstanding calibre.

I am looking to this forthcoming Paramount Week, to give us the extra revenue that we require to make a show in the Foreign Legion Banner Year Contest. Although we finished in fourth place in the first quarter, we were well down the list in the second. The extra business that I know you boys will get during September should put us back among the leaders.

Check-up on your territory right now, and go after those extra dates for Paramount Week. Let's Go.

Juoinstiet of.

#### Bill Hurworth in W.A.

BILL HURWORTH, Assistant General Sales Manager, left Head Office last week on an extended tour of the Southern territory. After a call on Melbourne Office he picked up Claude Henderson and left for Perth by boat. He should be in the queen city of the West by now.

#### New Shorts.

MPORTANT changes in Paramount's 1931-32 programme for Short Features have just been announced at the New York studio by Larry Kent in charge of Short Feature Production.

The number of musicals is to be largely increased and the number of dialogue pictures proportionately decreased in the schedule for the current season.

"This change in the short picture programme was made", said Mr. Kent, "because of the predominance of dialogue in Paramount's feature production.

The change affects one reel pictures only. Originally, the year's programme called for fifty-two one reel subjects, of which 12 were to be musical and 40 dialogue pictures. The new programme divides the 52 one reelers into 36 musical and 16 dialogue subjects.



AS AT JULY 11th, 1931.

#### DISTRICTS.

Pos	itic	on. Perce	ntage.
1	J.	Groves	93.85
2	F.	Gawler	82.24
3	C.	E. Henderson	80.71
4	S.	H. Craig	68.99

#### BRANCHES.

1	T.	Kennard Singapore	111.29
2	A.	Olsen Batavia	101.08
3	C.	J. Shepherd Brisbane	88.71
4	P.	C. Board Adelaide	86.36
5	H.	Kelly Melbourne	80.94
6	G.	Brookes Sydney	79.54
7	C.	Abotomey Perth	78.74
8	S.	H. Craig Wellington	68.99
9	S.	G. Robinson, Sourabaya	57.85

#### AD. SALES.

1	Batavia	107.66
2	H. Whitelaw . Launceston	95.81
3	W. Bignall Adelaide	84.81
4	H. N. Varcoe, Melbourne	81.63
5	H. Quincy Brisbane	80.79
6	Singapore	78.28
7	R. Lawn Perth	69.68
8	J. O'Neill Sydney	69.48
9	J. Goodey Wellington	60.07
0	Sourabaya	39.88

#### Bob White in Brisbane.

BOB WHITE of the Publicity Department, is at present in Brisbane on a special mission in connection with the "Skippy" contest. He is placing the newspaper ads and publicity stories, besides arranging tie-ups with radio stations, photographers, and others. He is expected back in Head Office on Thursday and will leave almost immediately for Adelaide and Melbourne.

#### "Tarnished Lady" Set.

"ARNISHED LADY", featuring Paramount's newest sensation. Tallulah Bankhead, has been set for extended seasons in Sydney and Melbourne. The picture will commence a season at Paramount's Capitol Theatre, Melbourne, on Saturday, July 25th. In Sydney, "Tarnished Lady" will be screened at the State Theatre following the run of the current show. Great things are expected from this picture. Tallulah Bankhead will prove very popular with Australians, whilst Clive Brook gives the best performance of his career.

#### PARAMOUNT -----

THE INDUSTRY'S 1931-32 BUY WORD.

### **PARAMO**I

#### GET SET FOR PARAMOUNT WEEK.

ELEVENTH CELEBRATION THIS COMING SEPTEMBER.

#### CONTEST FOR SHIELD.

THIS coming September will mark the 11th celebration of Paramount Week by leading Theatres throughout Australia and New Zealand. This year should find more theatres interested than ever before because Paramount Week is an ideal opportunity for exhibitors to make a determined effort to restore their business to its proper level.

Mr. Hicks is expecting great returns from this year's celebration and branch and district managers are advised to make a start right now for extra playing dates

during the first week in September.

again Once the £100 silver shield will be offered for the best exploitation campaign. The shield is at present held by the Winterga r d e n Theatre, Ipswich, who won it, too in 1929. Should this theatre win again this year will the shield

stay permanently in that theatre.
Other winners are:—1928, Princess Theatre, Fremantle; 1927,
Haymarket Theatre, Sydney;

1926, Rialto Theatre, Auckland; 1925, Diggers' Theatre, Coolangatta

Those showmen who have gotten behind Paramount Week

in the past have found that, not only does the box-office benefit during that special week but for the weeks following. A good Paramount Week Campaign will bring people to the theatre who are not generally in the habit of attending.

Entries for the shield contest will close on October

15, when all evidence of campaigns should be in the hands of John E. Kennebeck.

Actives

Explointion

Shilla

TRANSPORT ANNIARS

The Paramount Week Exploitation Shield, valued at £100, which is offered for the best campaign.
in that theatre. 15, when a

WATCH FOR . . .

Paramount's 20th Birthday
Announcement.

. . . COMING SOON.

Paramount Pictures offers

\$22.5 CASH PRIZE
and a

TRIP TO SYDNEY
to the backy have admigled the
"Australian Skippy" "... See
"Skippy" every day in this
paper. Judging will be based on
closest resemblance to "Skippy"
himself. The Winner, in this
State, will receive £25 cash, and
will complete with winners of
other States for a trip to
Sydney

CONTEST RULES.

1. Open to all buys between 5 and 12 years,
2. Judging will be done by photo only,
Sydney, before undirable, tagged
1. Weste answer age and address on bark of
photo.

1. Weste answer age and address on bark of
photo.

2. Decision of judges is finat.

Watch for
the Saramount Stature Skippy

One of the many striking ads. pre pared by Hermann Flynn and George Lawrence for the "Skippy" Contest.

These ads, will appear daily in one paper in each capital city from July 26th to August 12th.

### Six Songs in "The Smiling Lieutenant".

"THE SMILING LIEU-TENANT", Maurice Chevalier's latest picture for Paramount fcatures six new song numbers. They are:—"What Can They Expect From Me", "Jazz Up Your Lingerie", "Toujours L'Amour In The Army", "Breakfast Table Love", "Live For To-Day", and "You and I Know This is Love".

ALL WAYS ALWAYS!



FOOTBALL match played last Sunday afternoon between Union Theatres and the combined film Exchanges, resulted in a win for the latter by 9 goals. Ron Lawn and Harry Hill represented Paramount.

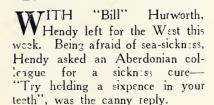
No doubt Jeff Ralph will take up residence at Fremantle as lately he has had to make several trips to this city. Does he like looking at the big steamships?

We have a suspicion that it must be somebody's birthday in the very near future as Miss Burlinson has been very busy lately knitting something that looks suspiciously like a jumper. We wonder who the lucky tellow will be.



TTO DOEPEL and the Chief Engineer of Western Electric Company (N.Z.), Limited betook thomselves to the Wellington Zoo to investigate the possibility of presenting scenes from "Rango" for the entertainment and approval of the local tigers. They stood in front of the cage and surveyed the outlay. "Well, we can't see much from here", ventured the chief engineer; "the only thing to do is to get right inside". Otto Doepel laughed a little uncertainly and suggested that the former go right ahead and in-

#### MURMURS From MELBOURNE



Lou Poliness bought a pipe last week. After being so keen a smoker on the first day, we were surprised at the non-appearance of the pipe. (No, he isn't looking too good).

Bill Powis is troubled with flies. One bit him in the eye, causing it to swell and discolor. (Well, Bill, HAPPENINGS in HEAD OFFICE it's a new one, so we'll let it go).  $\overline{c_{O_{N_{1}R_{A_{T_{0}}}}}}$ 

Byrd is a great success in this Office. After viewing the picture, one of the young ladies of the Accounts Department declares him the ideal man. Too bad he's married.

vestigate. Their fears were allayed, however, when the Curator informed them that, under existing circumctances, it would be impossible to carry out their plans. It certainly didn't look very promising, on account of the construction of the cage, so they reluctantly abandoned the stunt.

### Bits from Brisbane

MR. SHEPHERD has returned to the office, after his holiday, looking very fit.

Paul Verdayne, en route to the Fast, called at the office this week.

At Kingaroy, we understand there is a status of Nelson with his hand resting on a boy's head. According to Murray Milholland, it was so cold in Kingaroy recently, that Nelson withdrew his hand from the boy's head, and put it in his pocket.

We take this opportunity of welcoming Les Wilke to Brisbane Dranch; he likes Brisbane, climate 'n everything.

ARY COLEMAN of the Despatch Dept. is back at her desk after a fortnight's holiday.

Charlie Donaghey is suffering f om jaded nerves following the recent cyclone. You see, Charlie lives at Manly, and the ferries made many rough passages passing the Heads. Charlie is thinking seriously of moving to the other side of the Harbour.

On investigating the noise issuing from the Despatch, it was found to be Roy Lyons singing (?) "She's A Georgeous Thing". The boys are wondering if she is blonde or brunette.

#### STAN CRAIG'S CIRCULAR.

### SOMETHING FOR MR. EXHIBITOR TO THINK OVER.

R. STAN CRAIG, General Manager for New Zealand, recently sent out a circular letter to every exhibitor in his territory. The circular contained a cutting from an article in the American "Motion Picture Herald", dated May 16. We ask you, as Stan asked the exhibitors, to read it for what it is worth:—

"In the exhibition field generally the old spirit of fighting for business has largely disappeared or has become weakened. Some time ago somcone hit upon this explanation of business conditions: That a big picture does good business and that a mediocre picture does little or no business.

"This explanation has permeated the whole exhibition field. When the smaller picture comes along exhibitors generally just sit back reconciled to the fact that business is not going to be good. Instead of selecting the sales points of the smaller picture and driving these home to their public, theatremen withdraw gloomily from the scene and await the coming of a picture which will fill the theatre with no particular effort on their part.

"There never has been enough product that will draw automatically enough patronage to fill the theatres. And it is very unlikely that there ever will be.

"The right kind of push and drive has never been more necessary in the theatre field and never, since the industry attained its present proportions, has there been so little of it".



SHOULD you require a stamp, or a pencil, or a train ticket to Perth, or an income tax form, or an Aspro, or information regarding whyfors and wherefors of the Post Office, or a meat pie, or a cork for a caskhole, get in touch with Frank Deare. Hc, or his staff, will get you anything within reason except a partner for the next dance.

Frank, as Purchasing Manager at Freed Office, attends to the needs of the organisation. You will find him on the second floor at Head Office. You will notice a line-up of hungry looking fellows outside his office. These are typewriter salesmen.

My colleague, George Lawrence, has pictured Frank doing his specialty, that is catching boats with important mail. Frank has been with Paramount a long time now, starting as a boy in the Publicity Dept. under his brother Albert.

His hebbies are gardening, photography, and keeping a chart on young David Alexis Deane.

#### "SMILING LIEUTENANT'S" GREAT NEW YORK OPENING.

The Smiling Lieutenant" opened at the Criterion Theatre, New York, on May 22nd, it has been playing to over-capacity business at the established two-dollar top scale. "The Smiling Lieutenant" is unequivocally the biggest smash of the year, and this not only goes for talking pictures, but as regards any theatrical entertainment on Broadway.

The popularity of any show in New York is gauged, not only by the actual box-office figures, but to a great extent upon public demand for tickets at premium prices at the many ticket agencies.

"The Smiling Lieutenant" can be held at the Criterion Theatre all summer if so desired", is the pronouncement of the Criterion management after witnessing the stampede to the box-office to date, the enthusiasm with which each performance has been received, and after talking to all ticket brokers. The picture immediately jumped into the class of rare attractions boasting of a 10,000 dollar advance ticket sale, and is creating much more demand than did "The Love Parade".

Critics have been unanimous in their praise. All claim it a triumph for both Chevalier and Lubitsch.

# News for its studios

#### "Secret Call"-Finished.

rillming has been completed on "The Secret Call", a Paramount dramatic film in which Richard Arlen and Peggy Shannon, former stage luminary, are co-starred. It is adapted from the play, "The Woman", by William C. De Mille, and was directed by Stuart Walker. Ned Sparks, William B. Davidson, Eugene Pallette, Charles Trowbridge and Claire Dodd are in the cast.

#### Stuart Erwin Dramatic Artist

STUART ERWIN'S current role, in support of Ruth Chatterton in "The Magnificent Lie", will give him an opportunity to mix some dramatic acting with his comedy. Erwin shares featured honors with Ralph Bellamy, leading man, Sam Hardy, Fracios Rosay, Tyler Brooks and Charles Boyer. "The Magnificent Lie", now nearing completion, is based on "Laurels and the Lady" by Leonard Merrick.

#### "Marines Have Landed".

"THE MARINES HAVE LANDED", a post-war story of the sea-going soldiers by James K. McGuinness, has been purchased by Paramount and will shortly go into production with a cast including Richard Arlen, William Boyd, Charles Rogers, and Eugene Pallette. Arlen and Rogers will appear as brothers in the picture, which will be directed by Edward Sutherland.



Tallulah Bankhead, Paramount's newest sensational star who makes her debut in pictures with Clive Brook in "Tarnished Lady".

#### "Rich Man's Folly" Bancroft

"RICH MAN'S FOLLY", is the title selected for George Bancroft's next Paramount picture, recently announced under the tentative title of "Through the Window". It is an action melodrama from an original story by Martin Flavin and Jeo Sherman, and will be directed by John Cromwell. Kay Francis will be featured in the leading feminine role, and a number of screen favorites will have supporting parts.

#### "Forbidden Adventure".

"FORBIDDEN ADVEN-TURE", Paramount's talking screen version of Sinclair Lewis's novel, "Let's Play King", has just been completed at the Hollywood studios. It features Mitzi Green, Jackie Searl, Edna May Oliver and Louise Fazenda in the cast, and is a comedy-drama of the lives of a child movie star. Norman Taurog, who directed "Skippy" handled the new film.

#### "Silence" in Production.

PILMING has started in Hollywood on "Silence", a screen version by Paramount of Max Marcin's stage success. It features a notable cast including Clive Brook. Paggy Shannon, John Wray and Willard Robertson, and is being codirected by Marcin and Louis Gasnier. The new film marks the third consecutive "Big" role for Brook, the others being "Tarnished Lady" and "The Lawyer's Secret".

#### Cooper Opposite Chatterton

CARY COOPER has been chosen for the leading role opposite Ruth Chatterton in "Stepdaughters of War", her next Paramount picture, to follow "The Magnificent Lie", now nearing completion. The new film, which is a story of women's part in the world conflict by Helen Zenna Smith, will mark the first joint appearance of Cooper and Miss Chatterton. Dorothy Arzner is to direct,

# SEUMNO PER SEUMNO PER

"GOOD POSTERS WILL ALWAYS SELL SEATS".



N last issue of Paramount "Punch" was published an article on "Outdoor Advertising" written by Frank Haining of the Birch, Carroll and Coyle Theatres, Queensland The writer stressed the logical point that "good posters will always sell seats".

We ask you boys of the Ad Sales departments, whose job it is to sell posters, to look at the 24 sheet on "The Smiling Lieutenant" illustrated above. We know that you will agree that this is one of the most striking posters ever imported by Paramount. If ever a poster sold seats this one should line 'em up at athe box office. For such an outstanding production as "The Smiling Lieutenant" the Ad Sales on this picture are equally in keeping and Mr. Kennebeck expects big orders from the branches on this one. Let's Go.

# You Can Always Sell More Ad Sales!

#### CHECK OVER YOUR STOCKS.

MR. KENNEBECK has written every Ad. Sales Manager on the importance of checking over their stocks and reporting to Head Office each month on the quantities of Ad. Sales material which they are unable to sell. With the big duties now imposed on imported material, the margin of profit is too small to carry any obsolete stock. Ad, Sales Managers must check up and order only the amount of material that they are sure they can sell.

Make sure that you send in to Mr. Jones that monthly report. It is a matter of great importance.

ABOUT THE D. SALESMEN.

A NDRE OLSEN at Batavia is certainly showing the Australian boys how to sell Ad Sales. Since the Far East has been placed on a regular weekly quota, Andre is well out in front of the field with a percentage of 107.66.

He advises that the new lobby stands are being favorably received in his territory, and has already sold tour. He also showed that "It can be done" with the "Morocco" match-boxes. He has sold over 1,000, which is as many as the total sold in Australia.

As a result of a tie-up with Fostar's Ltd., on "Skippy" Shoes, Bob White sold that firm 5,000 starheads of Jackie Cooper which will be given away with every pair of shoes sold.

Joe Goodey, recently appointed Ad Sales Manager in Wellington is doing nicely, and making a determined effort to increase his sales.

Len Jones reports that with the exception of Batavia none of the branches have reached quota for the past two weeks.

An Ad. Sales Order with Every Contract

Country of origin—Australia. Wholly set up and printed by The Market Printery Limited, 372a Pitt Street. Sydney.

Published by Paramount Film Service Limited, of Reservoir Street. Sydney.

Vol. 5.—No. 14.

SYDNEY. AUSTRALIA.

July 29th, 1931.

#### PARAMOUNT WEEK.

# UNION THEATRES, BIRCH, CARROLL AND COYLE CIRCUITS PLANNING BIG CAMPAIGNS.

PARAMOUNT WEEK, which this year will be celebrated on August 30th to September 5th, gives every indication of being the biggest and most successful event of its kind on record.

John E. Kennebeck, Sales Promotion Manager, is in receipt of letters from Stuart F. Doyle, General Manager of Union Theatres, and Frank Haining, Exploitation Manager of Birch, Carroll and Coyle, promising the utmost in co-operation for the unprecedented success of Paramount Week.

An extract from the latter letter reads:—

"We are very pleased to be able to inform you that all of our Circuit Managers, without exception, are entering enthusiastically into the 1931 Paramount Week Competition . . ."

The letter further mentions that Vic Hobler, who has won the Contest twice in succession, and Mr. Scales, now in charge of the Ipswich Wintergarden, are already preparing campaigns in an effort to retain the Paramount Week Exploitation Shield within that organisation.

A special Paramount Week Exploitation Bulletin has been prepared by the Exploitation Department,



and will shortly be supplied to all exhibitors throughout Australia and New Zealand.

In a very short while every branch Ad. Sales Dept. will receive a quota of slides, blocks and pennants which are to be given free to exhibitors plugging Paramount Week.

Next week every branch should be in receipt of supplies of the special exhibitors' agreement reproduced on this page for Paramount Month, which also embraces Paramount Week. Mr. Hicks is personally watching every individual effort for extra business weeks and expects every branch to plug it for all their worth.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. July 29th, 1931. No. 14,



In this column this issue we offer you a fable . . . Once upon a time a big business exec conducted the outfit ALONE . . . Accounts, ads., publicity, sales were duck soup to him . . . this bird knew all there was to know about EVERYTHING . . . and when the company expanded and moved into larger quarters . . . he not only laid the cornerstone, but the bricks as well . . . and when he died, they laid him away . . . and buried the business with him . . . he had got all the staff into the habit of thinking that nobody could do anything but him . . . so they came to BELIEVE it . . a one-man biz is great . . . while he lasts . . . Think it over.

while he lasts . . . I hink it over. There is still a little space to fill . . . and I must record the latest depression joke . . . about the milkman who asked his customers to return the bottles unwashed so that he could obtain a little nourishment for his wife and children,



#### THE SMILING LIEUTENANT "

CHEVALIER and Lubitsch have done it again. "The Smiling Lieutenant", goes marching on where "The Love Parade" left off.

I have just received a long letter from Mr. Shauer, regarding this picture, in which he states most enthusiastically that "this unique star and master director have not merely repeated their earlier triumph—they have eclipsed it".

"The Smiling Lieutenant' is not a duplication; it is a progression", writes Mr. Shauer; "it exhibits the full flower of Chevalier's gifts and magnetic personality. It evidences the mature power of Lubitsch's creative genius and directorial craftsmanship. It brings out in bold relief the giant strides the talking picture has made in the year and a half that has passed since 'The Love Parade' burst upon the industry. To see 'The Smiling Lieutenant' is to appreciate that the microphone has grown up. Sound has outlived its 'growing pains'. Dialogue has assumed its rightful place in the scheme of production. And music has graduated from the role of a synchronised 'understudy' to that of a full-fledged 'star', whose artful aid enhances the entertainment value of the photoplay".

Mr. Shauer expects us to obtain the maximum rental and playing time on this picture. He expects this picture to get more money than any other talking picture that we have released. I have cabled him that we are with him 100 per cent. We will sell this picture RIGHT, and we will see that the exhibitor sells it RIGHT.

Let's Go!

Inoinstal of

#### It's a Boy.

CLEAVE SHEPHERD, Branch Manager at Brisbane, is receiving the congratulations of his friends on a happy event in the Shepherd household. Yes, sir, it's a boy, born on Saturday last, and both doing nicely, thank you. This new arrival will make the fourth member of the family.

Just in case Cleave is not aware, cigars will travel safely through the post if packed properly.

#### Nacked Returns.

GEORGE NACKED returned to Paramount on Monday last, according to an announcement by Mr. Hicks, when he took over the position of branch manager at Perth.

After long service with Paramount in the various positions of Ad. Sales Manager, salesman, and branch manager, George left the company three years ago to accept a house managerial position with Union Theatres. George has always been a loyal Paramounter, and his return to the company will be good news to members of the Blue Ribbon Bunch, with whom George has always been most popular.

#### Watch for Peggy.

ARCH REEVE, Studio Publicity Manager, advises that Peggy Shannon, who it will be recalled replaced Clara Bow in "The Secret Call", is something right out of the box.

"Shannon has exciting beauty", writes Mr. Reeve, "a figure of graceful feminine curves . . . a teasing dimple in the corner of a fullipped mouth . . a wealth of red, red hair. Her voice is pleasingly low pitched . . . her range of drama embraces both light comedy and tragedy. In brief, Shannon has everything the public wants in a star. Watch her go".



AS AT JULY 25th, 1931.

#### DISTRICTS.

Position. Per	centage.
1 J. A. Groves	94.44
2 F. Gawler	81.40
3 C. E. Henderson	79.82
4 S. H. Craig	68.25

#### BRANCHES.

1 T. Kennard Singapore	110 51
2 A. Olsen Batavia	101.56
3 C. J. Shepherd . Brisbane	87.84
4 P. Board Adelaide	83.86
5 H. Kelly Melbourne	<b>80.</b> 97
6 G. Brookes Sydney	78.70
7 G. Nacked Perth	79.90
8 S. H. Craig Wellington	68.25
9 S. G. Robinson, Sourabaya	60.53

#### AD. SALES.

1	H. Whitelaw . Launceston	88.38
2	——— Batavia	87.05
3	W. Bignell Adelaide	82.28
4	H. Quincy Brisbane	79.69
5	H. N. Varcoe, Melbourne	79.66
6	Singapore	73.02
7	J. O'Neill Sydney	68.30
8	R. Lawn Perth	68.17
9	J. Goodey Wellington	58,35
10	— Sourabaya	39.09

#### It's Becoming Popular.

THE girls in Head Office seem to have the marriage bug. Two have announced their forthcoming Elsie Kench, of the weddings. Accounts Dept., will say "I Will" to Mr. Massey Harmer, at Epping, on August 8, whilst Beth McDougall, of the Publicity Dept., will become Mrs. Dick Kelly on September 12. Quite a coincidence. Miss McDougall is Mr. R. Kelly's secretary, and marries a Mr. R. Kelly. As Mr. R. Kelly is writing this par he begs to advise that he is the Paramount R. Kelly, and a father. Try that over on your Wurlitzer no matter how mighty.

#### E. J. Carroll Dead.

R. E. J. CARROLL, one of the most popular theatrical heads in Australia died yesterday at Lewisham Hospital following an operation.

He and his brother Dan, were among the pioneers of motion picture entertainment in this country, which they brought to the highest pitch in Sydney at the Prince Edward Theatre.

Mr. Carroll was also managing director of the big Birch, Carroll and Coyle circuit in Queensland. He had a notable record in bringing big stage and concert stars to Australia.

Mr. Carroll was a firm believer in Paramount, and freely stated that our product was the backbone of his business and Mr. Hicks loses one of his best friends in "E.J.".

The deepest sympathy of Paramounteers' throughout Australia is expressed through "Punch" to the relatives of Mr. Carroll. John, son of "E.J." is a member of the Head Office Publicity Dept.



#### DO IT NOW!

### PARAMOI

#### "TARNISHED LADY" CLICKS.

CRITICS ENTHUSE AT SYDNEY STATE'S BRILLIANT OPENING.

"TARNISHED LADY", which introduces the brilliant Tallulah Bankhead to the motion picture-going public, received a great opening at the Sydney State Theatre on Saturday.

Backed by a big advertising and publicity campaign, the picture attracted capacity business to nearly every session. The newspaper critics were most enthusiastic, as the following reviews will tell:—

"Sun": "This girl has an appeal that is deeper that the usual beauty of the screen. She seldom smiles, but when she does, the effect comes from her eyes rather than from her mouth. She is unusually gifted with good looks, but these are secondary in importance to her qualities as an actress, whose quiet intensity enthralls the audience".

"Guardian": "Tallulah Bankhead has the voice of a Garbo, not only quite so heavy, but sweetly husky, and the looks of an angel, and what an actress! She knows every move of the game . . . 'Tarnished Lady' is a very good picture".



The fascinating Tallulah Bankhead, whom Sydney has taken to its heart, with her first appearance in Paramount's "Tarnished Lady".

#### OUR SYMPATHY.

THE deepest sympathy of Para-mounteers is extended, through "Punch", to Stan Craig, general manager of New Zealand, on the recent death of his father, aged 100 years.

# Doings-of the Paramount Club

THE Inter-Office Tennis Competition is drawing to a close. At present the positions of the teams are as follows:—

Advertising, Art, Publicity and Purchasing (undefeated), 16 points; Head Office Accounts, 10 points; Customs, Film Service, Sales and Statistics, 9 points; Sales Promotion, H.O. Ad. Sales, N.S.W. Booking and Ad Sales, 8 points; N.S.W. Accounts and Despatch, 5 points. Advertising, etc., has a runaway lead and look as if they can't be beaten. It is now a scramble for second place.

The Singles Championships commence the second elimination round. Survivors from the first bout are Messrs. Sixsmith, Lawrence, Higgins, Goodhead, White, Goodland, Naylor, and Donaghey, Misses Adler, Hendrie, Andrews, Irving, McLean, Murray, Plows, and Carrick. It looks like some excellent tennis will be seen in the next few weeks.

The new Committee comprising Misses Andrews, Turner, and Thurston, and Messrs. Donaghey, Bowden, and Flynn, are in office and have plans for your entertainment for next six months. On August 28th the Club will hold the last of their dance functions at the Palais Royal.

### ALL WAYS ALWAYS!







Iviargaret and Elsie cannot any night, as daylight globes have been

longer believe they are working at MURMURS from MELBOURNE

TOE GOODEY and J Smeaton are seriously considering making Interior Decorating their Recently they brightened the office with a display for RANGO, mounting the life-size 24-sheet in a prominent position but they did not think of the effect it might have, until Tom Hanson came into the office and stopped short. "Hell's bells!" he exclaimed, gasping for breath, "thought I was big-game hunting in the Kaiwarra Jungle!"

Verna Browne was somewhat crestfallen after playing a golf match and losing 5 up and 4 to play. Verna believes in the theory of "try again", however, and has been putting in some strenuous practice at the Golf School in the lunch hours.

Beth Macgregor is making plans for her vacation, which she hopes to spend on an extended deer-stalking expedition over the Muka-Mukas and about Wairarapa.

We are all pleased to see Jack Taylor at his desk again. He is not yet his old self, but is improving day by day.

After spending last week in bed Miss McCarthy returned to-day much improved.

E would like to know the inside story of how Fred Elliott came by a sprained-wrist. It is rumored that he took to steeplechasing on his way home from a festive party, and was seen trying to jump over a fence in the wee sma' hours of a wintry morning. If Fred were "fencing" then the hurdle must have been too big a proposition, for the amateur athlete evidently didn't see the well.

Much excitement "boxed" up recently when genial Jack White, assistant operator, confessed that the order of fatherdom had been conferred upon him. The stork brought a bonnie baby girl along, on Sunday, June 22nd.

THIS week we received a visit from Poliness, Junior, son of our Accountant. According to his father, his large size is due to midnight lung exercises.

Bert Kelly has been sniffing and moist-eyed lately; we thought it was for the absence of his pal Claude, but Bert now has the 'flu badly. We hope for his early return to the

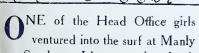
The sympathy of the Melbourne Staff goes to Miss Cassidy for the loss of her father last week.

Frank Heydon, Booker, is a Rechabite, and his bibulous nose must be causing him some embarrassment. He only has an outsize boil on his konk.

Bill Hagon's hair has developed into some deep waves lately; after seeing Bill purchase some perfumed hair oil, we wonder what's coming.

Young Harry Massina (17 years old) claims the biggest Paramount feet, size 11's. They are a great handicap to his "speed".

HAPPENINGS in HEAD OFFICE



on Sunday. It's a wonder she is

alive to tell the tale.

#### "SKIPPY" CONTEST.

### SUCCESSFULLY LAUNCHED IN ALL STATES.

THE Contest for Australia's "Skippy", which campaign was mentioned in the previous issue of "Punch", is now off to a good start in every town in the Commonwealth. Entries have commenced arriving in surprising numbers, and the claim that it is one of the biggest exploitation campaigns in history, promises to be fulfilled.

A leading newspaper in each capital city is being employed to publish a series of 14 attractive ads., designed by Herman Flynn and George Lawrence; Reg Kelly has tied-in more than 150 country journals in a special "Skippy" Contest publicity drive; and Bob White has been successful in arranging several merchant tie-ups and window displays in Sydney, Melbourne, Brisbane, and Adelaide.

Additional prizes include a special "Skippy" model scooter, donated by Cyclops Ltd., to the winner in each State; two pairs of "Skippy" shoes, offered by Fostar's Shoes Ltd., and a "Skippy" child's loughboy, to be presented by Bear and Co., Sydney; Crafti's, Brisbane, Brown's Ltd., Adelaide, to the lucky youth in their respective States. Stedman Henderson Sweets Ltd. are offering a fourth prize of a five pound tin of "Minties".

Window displays include Mc-Whirter's, Brisbane; Farmer's, Sydney; Foy and Gibson, Melbourne; in addition to those arranged with the above-named co-operating firms.

#### FILM SHIPMENT.

THREE BIG ONES ARRIVE.

THREE outstanding productions arrived yesterday for Australian release by the s.s. "Sonoma", accompanied by a big consignment of the Paramount Sound News and short features. They are "Ladies' Man", an adaptation of the novel by Rupert Hughes, and starring William Powell; "Up Pops the Devil", from the stage play of that name, with Carole Lombard, Stuart Erwin, and Skeets Gallagher; and "Kick In", a dramatic film starring Clara Bow, with Regis Toomey.

"Up Pops the Devil" has booked for an almost immediate release in all capital cities, to be followed by the remaining productions in very short order. Each of the above is reported as being a picture of an extremely high calibre, and much is expected of them upon release.





CORDON came to Paramount two years ago as New South Wales branch manager, and during that time has made quite a name for himself as a man who gets what he goes after. If he wants £20 from an exhibitor for a picture or he calls "eight no trumps" in the lunch-hour Five Hundred game, he gets it. In fact, it's a pity that he is not with the North-West Mounted Police.

As a small boy he wanted to be a champion marble player, and with grim determination fought his way to the front rank . . . Then he wanted to get into the picture business and he did . . . twenty years ago . . . And although a comparatively young man is really a veteran of the game . . . Then he wanted to get with Paramount, and it took him eighteen years, but he made it . . . Which goes to prove that Cordon gets what he goes after.

# Newsfortestudios

#### "Personal Maid" Cast.

COMPLETION of the cast of "Personal Maid", which stars Nancy Carroll and features Pat O'Brien, popular stage star, was announced recently at the New York studios. The list of supporting players is headed by Mary Boland, Donald Meek, George Fawcett, veteran character actor of both stage and screen, Hugh O'Connell, Gene Raymond, and Ernest Lawford. Monta Bell is directing.

#### "Twenty-Four Hours"

TWENTY-FOUR HOURS', Louis Bromfield's latest best-selling novel which packs a lifetime of tense action and emotion into two turns of the clock, will be produced by Paramount. The story, in which the murder of a beautiful girl shakes skeletons in the closets of a group of innocent members of old New York aristocracy, will be brought to the screen by an all-star cast headed by Clive Brook, Kay Francis, and Wynne Gibson.

#### "Confessions" Completed.

CAMERA work on "Confesfessions of a Co-Ed", the startling revelation of the life of a feminine university student, has just been completed at the Hollywood studios. Featured in the cast are Phillips Holmes and Sylvia Sidney, while Norman Foster and Claire Dodd head the supporting cast. Direction was in the hands of David Burton and Dudley Murphy, former stage directors. NANCY'S SUPPORT . . .
ANOTHER BEST-SELLER . . . SCHOOL-GIRL FILM . . . ROHMER THRIL-LER . . . JULIETTE'S CHANCE . . . PICHEL FOR STARDOM . . . "SECRETS" COM-PLETED.



Norman Foster and Carole Lombard being amused by Skeets Gallagher in a scene from "Up Pops the Devil", which will shortly be available for release.

#### Sax Rohmer Tale.

PRODUCTION has started in Hollywood on "Daughter of the Dragon", Paramount's adaptation of the novel by Sax Rohmer. Anna May Wong appears in the title role, Warner Oland will play Dr. Fu Manchu, and Sessue Hayakawa will portray a Scotland Yard

operative. Lloyd Corrigan, who recently completed the adaptation of the novel, has also been assigned to direct the film.

#### Bancroft's Fem. Lead.

HAVING risen to popularity in "other woman" roles, Juliette Compton attained the position of leading woman for a star when she was cast opposite George Bancroft in his first film under his new Paramount contract, "Rich Man's Folly". The picture will be directed by John Cromwell, who made "Scandal Sheet" and many others. The story was suggested by a Charles Dickens novel.

#### "Secrets of a Secretary".

CLAUDETTE COLBERT'S latest starring film, "Secrets of a Secretary", has just been finished in New York. Appearing opposite the star is Georges Metaxa, London stage favorite, recently placed under contract by Paramount. Others in the cast are Mary Boland. Herbert Marshall, and Betty Lawford. George Abbott directed from an original story by Charles Brackett.

#### "Man With Red Hair".

THE title role in "A Man With Red Hair", Paramount production of Hugh Walpole's mystery novel, will be given to Irving Pichel, who won critical recognition through his work in "The Right to Love", The assignment indicated future stardom for the actor. He is now portraying a half-crazed character as one of the leading members of the cast in "Murder by the Clock".

# SEUDING SEUDING

"TARNISHED LADY" POSTERS.



In "Tarnished Lady", Paramount introduces a new and very great star to the screen. As is readily seen in the above 24-sheet on the picture, every effort is made in the posters to convincingly put over that star to the public.

In selling "Tarnished Lady", it is important that Tallulah Bankhead should be pushed as strongly as was Marlene Dietrich in "Morocco", to firmly establish her as one of Paramount's new and great stars, and to advise the public of a real treat in being privileged to see her on the screen, after unprecedented triumphs on the London stage.

Sell the exhibitor booking "Tarnished Lady" on the above argument. It's to his advantage to push Tallulah Bankhead; to build up a public desire to see this famous actress on the screen. And it's to your advantage to rake in the extra cash such a sale will produce.

You Can Always
Sell More Ad Sales!

NEXT ISSUE AUGUST 12th. The next issue of Paramount "Punch" will be published on Wednesday, August 12th. It is imperative that all branch news and other copy be in the Editor's hands not later than August 10th, in order to insure publication,

"SKIPPY" DATES.

The following are the release dates set for "Skippy" in all States:—

> Brisbane, August 4th. Perth, August 21. Adelaide, August 28. Sydney, Sept. 4 (tent.) Melbourne, Sept. 12 (tent.).

#### ABOUT THE D. SALESMEN.

EN JONES reports plenty of news for the Ad. Salesmen this week. To begin with, you will all shortly be supplied with circulars illustrating the many different types of lobby stands available to exhibitors.

The Ad Salesman's job will be to send one of these, accompanied by a sales letter, to every exhibitor in his territory. The results will depend entirely upon your efforts in placing them before customers. The circulars are attractive enough to do your selling.

And then, there is another new board in the offing. This is a combination one-sheet and daybill stand. There's a big demand for a novelty of this type. See what you can do with it.

Jack O'Neil, of Sydney, reports tremendous success with the pennants on "Morocco". He's hiring them out in strings to suburban and country showmen, and raking in plenty of side money in this manner. Just a suggestion for you other chaps.

He also came to light with an order for twelve 24-sheets on "Tarnished Lady", from the State Theatre, Sydney.

Don't forget Paramount Week, August 30th to September 5th. You will shortly be provided with pennants, slides and stereos to be given out to exhibitors gratis. Be sure that EVERY showman in your territory receives his issue. Don't wait for him to ask, see that he is supplied. This is IMPORTANT!

Vol. 5.-No. 15.

SYDNEY, AUSTRALIA.

August 12th, 1931.

# Great Short Feature Line-up for 20th Birthday Programme.

52 One-Reel Acts....32 Two-Reel Comedies....18 Screen Songs.... 18 Talkatoons....12 Pictorials....52 British and American Sound News listed in Schedule.

LATEST information from New York, states that a very definite effort is being made by the company to make our next year's Short Feature Programme, the strongest line-up of any company in the business.

The schedule for the 1931-32 Twentieth Birthday Programme, calls for 52 One-Reel Acts, 32 Two-Reel Comedies, 18 Screen Songs, 18 Talkatoons, 12 Pictorials, and the usual quota of British and American Sound News.

Incorporated in the 52 One Reel Acts, will be 12 Screen Souvenirs. The first of these have already been released in U.S.A., and are exceptionally good; three of which are done in Technicolor.

Among the personalities featured in the One Reel Acts are:—Burns and Allen, Tom Howard, Ben Blue, Rudy Vallee, Herb Williams, (who will be remembered as a headline act on the Tivoli circuit), Lillian Roth, Anna Chang, Helen Kane, Borah Minnevitch, Charlie Davis and Jack Benny.

Most of these personalities are well-known, and should add considerably to the selling power of our short subjects.

After a careful check-up of theatre audiences throughout the world it has been found that the public want two-reel comedies with plenty of action. With this fact in mind, our Short Feature Production Dept., under Larry Kent, is concentrating on slapstick material for the 32 Two Reel Comedies listed under the forthcoming programme. In addition to the best personalities of this year's programme of comedies, including Billy House and Smith and Dale, such comedy stars as Ford Sterling, Karl Dane and George K. Arthur, and Al St. John have been added.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. August 12, 1931. No. 15.



CLAUDE HENDERSON made the crack to Bill Hurworth ... that only for him we would be scratching for copy to fill this little paper of ours ... That's not so ... we can always find plenty of good copy for "Punch" ... but Claude is good copy too ... that's why he gets a break so often ... And speaking of Claude reminds me of the one about a Scotchman . . . who developed the stuttering habit when he suddenly realised he could make his words last longer . . . but we beat him to it ... for with these little dots ... we have been stuttering this column for some time ... and we're not Scotch ... but Irish ... sez you! ... After this ... I suppose that the next time we visit Melbourne ... we will be as welcome as wives at a Whoopee party ...



#### THE NEW SHORTS.

MR. SHAUER has informed me in a personal letter, that we can expect infinitely better short features next year.

"Our company", writes Mr. Shauer, "has under way, the development of a proper organisation, as well as a proper selection of personalities and material, with the result that we have every reason and right to expect better short features for our 20th Birthday Programme".

The full details of our Short Feature policy is published on the front page of this issue of "Punch". Study them, and you will find that we will have an ample supply for the exhibitor. There is variety, too, and names that he can sell. Rudy Vallee, Helen Kane, Lillian Roth, Jack Benny, Burns and Allen, are just a few of the box-office personalities who will make one-reel acts.

In the production of two-reel comedies, just the same as in the production of features, each script is being carefully studied and analysed, in order to get the best possible results in the production of two-reel comedies. The Short Feature organisation at the Studio is now functioning very smoothly and effectively, under the immediate supervision of Larry Kent, and he is now getting the proper support and co-operation in the matter of material and facilities.

Taking all of these facts into consideration, I am advised that we can without doubt, feel that our programme of Shorts will be the strongest line-up of any Company in the business, and it will be up to us to get every penny of revenue possible out of these Short Features, in keeping with the tremendous amount of money that we will have invested in the production of this product.

Invinstilad.

#### Yet Another Boy.

T'S a boy, and boy, is Kenny a proud daddy? Young Kennebeck makes five boys in a row from Paramount fathers in the last four months. Otto Doepel was first in the field, and then came, Frank Deane, Reg Kelly, Cleave Shepherd, and now John Kennebeck, which prompts us to use once again, Bill Clark's remark, "It's going to be a tough proposition in a few years, finding jobs for these guys in the organisation".

John Joseph Kennebeck was born on Thursday last, at St. Luke's Private Hospital, and "Punch" is happy to state that both Mrs. Kennebeck and baby are doing fine. Daddy is getting along great too.

#### Cazabon at Capitol.

A LBERT CAZABON, conductor of the Prince Edward Theatre orchestra, is at present acting as guest conductor at Paramount's Capitol Theatre, Melbourne. Ted Henkel of the Capitol is fulfilling a similar position at the Sydney theatre.

Both men are considered to be the two best theatre conductors in Australia, and are at present registering tremendous hits. Mr. Cazabon is making a feature of a sixty piece concert orchestra on the stage at the Capitol, during the season of "The Lawyer's Secret".

#### "Skippy" for Lyceum.

R. HICKS announces that arrangements have been finalised for the release of "Skippy" at the Lyceum Theatre, Sydney, as a long run attraction, commencing on Saturday, September 5th.

A further booking is for the Strand Theatre, Newcastle, for one week, and commencing on the same date.

The managers of both theatres are already whipping their campaigns into shape to ensure a record send-off for this great picture.



AS AT AUGUST 8th, 1931.

#### DISTRICTS.

Position. Per	centage
1 J. A. Groves	
2 F. Gawler	
4 S. H. Craig	67.13

#### BRANCHES.

Position. Per	centage
1 P. Verdayne Singapore	108.86
2 A. Olsen Başavia	100.65
3 C. J. Shepherd . Brisbane	86.40
4 P. Board Adelaide	82.00
5 G. Nacked Perth	79.88
6 H. Kelly Melbourne	78.40
7 G. Brookes Sydney	77.71
8 S. H. Craig . Wellington	67.13
9 S. G. Robinson, Sourabaya	60.90

#### AD. SALES.

Position. P	ercentage
1 ——— Batavi	ia 85.57
2 H. Whitelaw . Launcesto	n 83.14
3 ——— Singapor	e 79.46
4 W. Bignell Adelaid	le 79.30
5 II. Quincy Brisban	ie 78.26
6 H. N. Varcoe . Melbourn	e 77.72
7 R. Lawn Pert	h 67.56
8 J. O'Neill Sydne	ey 66.72
9 J. Goodey Wellingto	n 57.93
10 ——— Sourabay	a 47.66

#### Another Wedding.

NOT to be outdone by Elsie Kench of Head Office who, on Saturday last, became married to Mr. Massey Harmer, William (Dark-horse) Wiley of the Customs Department, also ensnared himself in the bonds of matrimony.

Bill, always known as a quiet worker, astounded the boys at H.O. late last week when he announced his forthcoming marriage to Miss Grace Parker. Incidentally, the name "Dark-horse", has been conferred upon him with due ceremony and will probably follow him to the grave.

Through the columns of 'Punch', Paramounteers throughout the organisation extend every good wish to the happy couple.

#### Paul Verdayne Promoted.

R. HICKS announces the promotion of Paul Verdayne, formerly Exploitation Representative in the Far East, to the post of Branch Manager at Singapore. He assumed his new duties on Monday, August 3rd.

Paul, who recently visited Australia on his first vacation from the East in five years, was at one time a member of the old Exploitation Department at H.O. During his many years with the organisation, he has demonstrated an exceptional loyalty and enthusiasm for Paramount, and his splendid efforts in placing that trade-mark before the public up north brought about the recent promotion.

Paul takes over the new job with the heartiest of congratulations and best wishes for continued success from every member of Paramount.

### PARAMOUNT WEEK

#### EXHIBITORS STRONG AFTER SHIELD.



As reported in the last issue of "Punch", Paramount Week this year looms as the greatest event of all. In addition to promises of cooperation by the Union Theatre and Birch, Carroll and Coyle Circuits, Mr.

J. E. Kennebeck. Kennebeck has received similar letters from Herb. Watts, Manager of the Grand Theatre, Perth; Vic. Hobler, of the Wintergarden Theatre, Townsville, and other showmen, both large and small, who signified their intention of putting every effort behind Paramount Week.

Every exhibitor in Australia and New Zealand has been supplied with the special Paramount Week Exploitation Bulletin, prepared by the Exploitation Department, and entries for the Paramount Week Shield Contest are shortly expected to flock in. It is the duty of every Ad. Sales manager to see that these exhibitors are supplied with the slides, stereos and pennants to plug that big event.

It has been ascertained that a number of outstanding releases, including "Skippy", will be available during Paramount Week, thus ensuring a maximum of support from the public, and showmen alike, and practically guaranteeing the unprecedented success of 1931's Paramount Week celebration.



Just one delivery from the Postal Department, Hundreds of entries for Paramount's "Skippy" competition,

# Doings-of the Paramount Club

PARAMOUNT Club Tennis' Competitions are drawing to a close. The Inter-Office Cup has been won by Advertising, Art. Publicity and Purchasing.

The semi-finals stage has been reached in the singles. Among the ladies, the winner of the match between Miss Adler and Miss Irving will meet the winner of Miss Carrick and Miss McLean for honors, while it rests with the winner of Messrs. Sixsmith and Donaghey, and the winner of Messrs. Goodland and Higgins for the gentlemen.

Arrangements are in full swing for the Club Dance at the Palais Royal on the 28th of this month. Treasurer Tom Bowden reports that the tickets are selling very well, and already he has made loge reservations for twenty parties. This will be the last club dance of the season, and it looks like being one of the best on record.

With the coming of warmer weather, the Club executive is already busy planning Sunday outings. Similar functions held last year, were very popular.

### PUNCH

#### ALL WAYS and ALWAYS!



#### From New

Zealand.

WE have found a new pastime. Orton Mangin brought down a ping-pong set for

the use of the staff and needless to say, we are enjoying it immensely, for a penny a game until the set is paid for. So much enthusiasm has been displayed, that Mr. Craig has made a generous offer of a full-sized table. We assure Mr. Craig that this will be fully appreciated, and thank him for his very kind action.

Hector Smith has vacated that outlandish suburb of Ngaio and taken a house only a hop, step and a jump from the office.

#### Sydney Sayings.

BOYS of the N.S.W. Booking Department are pepped up to obtain extra booking during Paramount Month, and they are bringing under the exhibitors' notice, the advantage of booking extra programmes during this period.

The general economy move has reached the N.S.W. Branch. Jack Edwards is the latest to start "rolling his own", in approved bush fashion.

Cass O'Reilly is back from her annual vacation, which she spent quietly at home.

#### Brisbane Bits.

CONGRATULATIONS have been the order of the day for Mr. Shepherd, since the new arrival in the family. Peter, the renowned

# BRANCHES

LOCAL "SKIPPY".



David Deane, son of Frank Deane of the H.O. Purchasing Dept., poses as "Skippy". As David is only four months old, we are compelled to reject his entry in the Competition.

Foxy, feeling neglected, no doubt, wandered off to Mr. Fleming's home, some four miles distant, for sympathy!

Vi has now joined the band of Grass Widows; the Postal Department, in future, should not feel the depression so keenly.

Roma is still up in the clouds after her first Ball; the lack of Olives was compensated by her dashing officer of the Taxation Department,

#### Melbourne

#### Murmurs.

YOU should see Bert Kelly these days. Resplendent in a new outfit, in which his tie and

multi-colored scarf dominate, Best is breezing about like the Harbinger of Spring.

Can anyone help an unfortunate girl in our Accounts Department? Having gained 4 ounces in weight, the shock is almost too great for her. But she does love pies with cream,

An Exhibitor called to see Hendy last week, and on being told that he was out of the State, he remarked, "Gone to Scotland, I suppose, to see his 'closest' friends". Claude certainly gets a rough spin, but fortunately, he has a sense of humor.

Harry Massina has resumed business after a short absence, owing to an attack of "Scabie's Itch". Now, we know how Harry learned the latest shuffle dance.

#### H.O. Happenings.

GLAD ANDERSON is all smiles these days. We wondered why, till we found out that it is a small baby brother. Doing nicely, thank you.

He was a nice youth. Marcelled hair, fresh complexion and navy suit. She only saw him in the distance, but she was very much excited.

### "SKIPPY" CONTEST.

MANY ENTRIES.

### COMPETITION IS BIG SUCCESS.

WITH the mammoth "Skippy" Contest drawing to a close, the judges will shortly be confronted with the task of selecting the winner in each State, and the boy to be crowned the Australian "Skippy".

The number of entries received to date has been indeed gratifying, and allowing for another week to elapse before the belated ones can arrive from distant localities, the judging of the Contest should prove a difficult job.

Upon the arrival of the Australian "Skippy" in Sydney or Melbourne, a further publicity drive of gigantic proportions will be launched. Numerous prominent business firms have signified their desire to participate in the entertainment of "Skippy", thus guaranteeing that that youth and the picture as well will be brought to the particular notice of the public.

Following this almost unprecedented selling campaign, "Skippy" is expected to stand firmly on its own merits upon its release throughout the Commonwealth.

#### "SKIPPY" HITS BRISBANE.

REPORTS from Brisbane indicate that "Skippy" hit that town with plenty of noise, when it opened at the Wintergarden Theatre on Saturday last, And this, in the face of the most formidable opposition imaginable, speaks volumes for the high entertainment quality of that picture, and the far-reaching effects of the "Skippy" Contest.

That the success of "Skippy" might be fully appreciated, it is well to note that "Trader Horn", "Dirigible", "Dance, Fools, Dance", and the Brisbanc Show are concurrently battling for patronage in that city.

### RERI OF "TABU" GLORIFIED BY ZEIGFELD.

WHEN executives of Paramount witnessed "Tabu", F. W. Murnau's romance of the South Seas, regret was expressed that the picture's beautiful feminine star, Reri, was destined for a fame which would last but a day. Neverwould she learn of the sensation she had created in her first and last picture, hidden as she was in far off Bora Bora.

But, Florenz Zeigfeld; most famous of stage producers, sent a representative hurrying to the Society Islands to locate the girl, and offer her a part in his new Follies. Zeigfeld had also seen a preview of "Tabu", and Reri's dancing in that film had completely capitulated him.





#### CLAUDE HENDERSON.

As District Manager in charge of the southern states, Claude Henderson is a personality known to every member of the organisation. But every great man will admit that apart from his own ability, it was publicity, to a certain extent that helped him along the road to success. In this direction Claude Henderson has "Punch" to thank. For without those little breaks that he has been receiving practically in every issue he would be just Paramount District Manager, and not the widely-known personality that he is. One of these days we are going to send him a bill.

#### "Notoriety".

"NOTORIETY" has been selected as the title for Ruth Chatterton's next Paramount picture to follow "The Magnificent Lie", recently completed in Hollywood. While no supporting cast selections have been made to date, it is understood that a well-known male star is to appear opposite. Guthrie McClintic, noted stage director, will handle "Notoriety" as his first screen work.

#### Ultra-Modern Film.

CAROLE LOMBARD, Richard Arlen, and Gene Raymond have been assigned stellar roles in Paramount's forthcoming picturisation of "No One Man", the best-selling novel by Rupert Hughes, dealing with a too-wise modern generation, and a marriage not made in Heaven. Production is scheduled to start in Hollywood as soon as the stars have completed current assignments.

#### Cooper's Next.

"THE BROKEN WING", the stage's most ambitious venture into aviation subjects, has been purchased by Paramount for talking picture production, and will be filmed with Gary Cooper in the stellar role, as soon as the star returns from his present European vacation. John Cromwell, who last worked with Cooper on "The Texan", will direct, and Dolores Del Rio will play opposite.

#### "Mary Makes a Call".

"MARY MAKES A CALL",
Homer Miles' play of the
regeneration of a woman who fights
to live down her past, has been
purchased by Paramount for production as a talking picture. The
story will be prepared for the screen
during the early part of the coming
season. No acting, directing or
writing assignments have been made
for the picture as yet.

# Gossip

RUTH CHATTERTON'S
NEXT...LOMBARD AND
ARLEN TOGETHER...
CARMAN BARNES OUT
OF "ROAD TO RENO"
...ALL WOMEN
CAST IN "THE MAD
PARADE"...



Harpo Marx poses for "Punch" during the filming of "Monkey Business".

#### Expert Photography.

DURING the production of "Personal Maid", at Paramount's New York studios, starring Nancy Carroll, the camera was in the hands of Karl Freund, regarded in his craft, as the premier cameraman of Europe. Freund is best know for the artistic heights he reached in "Metropolis" and "Variety".

#### Bancroft's Leading Lady.

"other woman" roles, Juliette Compton, who first attracted notice in "The Better Wife", attained the position of leading woman for a star when she was cast opposite George Bancroft in his next Paramount picture, "Rich Man's Folly". The picture is being directed by John Cromwell and Frances Dee has an important supporting part.

#### Veterans in "Huck Finn".

TWO veteran actresses have been added to the cast of Paramount's "Huckleberry Finn", in Cecil Weston and Lillian Harmer. Both have more than a score of years' experience on the stage, and have appeared in one picture, the former in "Dude Ranch", and the latter in "Mother's Millions". The remainder of the cast, including Jackie Coogan and Mitzi Green, were previously in "Tom Sawyer".

#### "The Mad Parade" for Para.

ARRANGEMENTS have been finalised for the release by Paramount of "The Mad Parade", an independently produced picture, revealing the lives and loves of a group of women in a canteen behind the front during the world war. The cast is composed entirely of women, with Evelyn Brent, Lilyan Tashman, Irene Rich and Louise Fazenda in the leads.

#### Barnes Replaced.

THE part assigned to Carman Barnes in Paramount's "The Road to Reno", has been given to Peggy Shannon, who will play opposite Charles Rogers in this production, now started under the direction of Richard Wallace. Others in the cast are Tom Douglas, Lilvan Tashman, Judith Wood, Irving Pichel, Skeets Gallagher and William Boyd. Filming is being done in Hollywood.

# SEURING SEURING

#### NEW NOVELTY FRAMES.

DAYBILL, ONE-SHEET AND WINDOW BOARDS OFFER EXTRA REVENUE POSSIBILITIES.

MENTION was made in the last issue of "Punch" of the new Daybill, One-sheet and Window Boards, shortly to be available to all branches.

The new items are now in stock, and represent a further means of extracting additional revenue. They are unusually attractive in design, and their utility will be quickly recognised by every one of your customers.

The Window Boards have been made in units of three—to hold 14 x 17, 11 x 14, and 8 x 10 photos. However, it is not necessary that all three sizes be sold as a unit, but are merely for the convenience of the exhibitor. His preference may be for one particular style.

The assistance these attractive Window Boards will offer the showman seeking tie-ups and window displays with merchants, can



A tie-up aid of inestimable value—the Window Board. Made in three sizes—14 x 17, 11 x 14, and 8 x 10. Set off in attractive colors with wire supports for standing up in windows. Showmen should want them at 3/6 each

be readily appreciated, while the Daybill and One-sheet Board will lend no end of tone to his lobby.



The new Daybill Board. An attractive fixture and a seat-seller in any lobby. Gilt frame and strong supports. Should be easily sold at 15/each.

### ABOUT THE D. SALESMEN.

LEN JONES announces that, in the near future, each Ad. Sales branch will be supplied with samples of the new Star Buttons, with a suitable card for display on the counters.

These buttons can be marketed at a ridiculously low figure, and should be an especially lucrative side item. From the exhibitor's standpoint, they are ideally suited as children's matinee gifts, or a good-will builder in the community.

Point out to your customers the possibilities the Star Buttons offer. They are far less expensive than lollies, and will be treasured by every kid in the district.

And just by the way, don't forget PARAMOUNT WEEK. The special slides, stereos and pennants should be on hand by now. See to it that each exhibitor knows of their existence, and that he is supplied with whatever he requires to make PARAMOUNT WEEK an unprecedented success.

With the normal compliment of releases available for this month, business is expected to take a sharp turn upwards. See what you can do to help it along. Go after that extra revenue, and make up for the low periods of the past. Let's Go!

You Can Always
Sell More Ad Sales!



Vol. 5.—No. 16.

SYDNEY, AUSTRALIA.

August 26th, 1931.





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. August 26, 1931. No. 16.



AFTER we see all these young fellows collecting their cheques for winning the various sections of Paramount's "Skippy" Contest . . . we wish that we had entered the stunt ourselves... However... we at least received a large tin of Minties... and speaking about those Minties... one of the winners was asked by a Paramount branch manager what he was going to do with all the money ... but ... all that he was interested in were the Minties... and if we don't get another tin after this little piece of free publicity.. we are slipping ... in commercialised exploitation ... "That's just another expression" . . . Sez Bill Clark" . . . "for graft".



#### " T A B U "

AM sold on "Tabu".

It is a beautiful, touching drama, with solid entertainment value for a great pounds-shillings-and-pence success.

It is a story of love... so beautifully... powerfully told, that you live every fascinating moment of it yourself...

You exult... and suffer... laugh... and sorrow ... as the romance surges through ecstasy... despair... passion... heart-break...

"Tabu" is a story of uncivilised love... yet its emotions are wholly understandable... deeply sympathetic. No film in my memory presents a more rapturous love story. "Tabu" will fan that spark of romance in the most callous heart.

You will see Reri, an island maid of such wistful... radiant beauty... of such tantalising appeal... that your pulses leap at the sight of her. Little wonder that Flo. Zeigfeld brought her to New York to star her in his new Follies.

F. W. Murnau, who was named among Film Daily's "ten best" directors, is responsible for "Tabu". Almost two years ago, he went to the South Seas, with an idea, and he returned with a picture that I honestly believe is one of the greatest masterpieces that Paramount has ever released.

See "Tabu" for yourselves, and I know that you will realise that in it we have a picture that will get the money. Let's Go!

Inomstated

#### Number Six.

In the last issue of "Punch", we recorded the birth of young John Joseph Kennebeck, who made the fifth boy in a row, born to Paramount daddies during the last four months. Now he have pleasure in recording number six. Frank Heydon, booker at the Melbourne office, is the proud father.

#### Warner Houses to

#### Play Paramount.

THE Warner Brothers' circuit of America last week, closed its booking deal with Paramount. It provides for the approximate 400 theatres in the Warner chain, to play the entire Paramount line-up for 1931-32 on percentage deals.

#### "Buddy" is Back.

YIELDING to insistent popular demand, and recognising that a nickname affectionately bestowed by the public cannot be ignored, Paramount will hereafter bill Charles Rogers as CHARLES "BUDDY" ROGERS.

#### Jim Thornley in Town.

JIM THORNLEY, general manager of Paramount's Capitol Theatre, is at present on a visit to Head Office in connection with coming big pictures for the popular Melbourne Theatre. Jim has already under hand big campaigns on "Tabu", and "Skippy". For the last named he has invited all the State winners to come to Melbourne to be featured on the stage. What a great stunt that will be, especially backed by the famous Thornley brand of showmanship.



AS AT AUGUST 22nd, 1931.

#### DISTRICTS.

Pos	sitic	on. Per	rcentage
1	J.	Groves	90.94
2	F.	Gawler	79.15
3	C.	E. Henderson	77.36
4	S.	H. Craig	66.46

#### BRANCHES.

Percentage

Position.

1 P. Verdayne Singapore	107.26
2 A. Olsen Batavia	101.88
3 C. J. Shepherd Brisbane	86.40
4 P. Board Adelaide	80.36
5 G. M. Nacked Perth	79.56
6 H. Kelly Melbourne	77.29
7 G. Brookes Sydney	76.09
8 S. H. Craig . Wellington	66.46
9 S. Robinson . Sourabaya	61.93
•	

#### AD. SALES.

Pos	ition. Pero	entage
1	Singapore	95.24
	Batavia	78.46
3	W. Bignell Adelaide	78.20
4	H. Quincy Brisbane	77.55
5	H. Whitelaw, Launceston	77.50
6	H. N. Varcoe . Melbourne	76.58
	R. Lawn Perth	66.54
8	J. O'Neill Sydney	65.90
	J. Goodey Wellington	57.87
10	Sourabaya	49.38

#### Mr. Hicks for N.Z.

A. and Mrs. Hicks and young John Bill sailed for New Zealand on Tuesday last per the s.s. "Ventura". This will be the first visit to the Shakey Isles by our chief in almost six years. He will visit the main centres in both islands with Stan Craig and is expected back at his desk in Head Office in about four weeks. Stan Craig who has been visiting Sydney returned to his territory on the same boat.

#### Paramount Club.

MEMBERS of the Paramount Club can look forward to a lively round of social events during the next few months, according to the Hon. Secretary, Hermann E. Flynn, who announces the following outings arranged:

August 28th: A dance at the Palais Royal.

September 9th: Theatre Party to Tivoli Vaudeville at the Theatre Royal, to which club members will be admitted free.

September 22nd: Card and dance evening at the Picwick Club. Club members free, friends 2/6 each.

October 11th: An outing to Taronga Park Zoo. Club members will be admitted free, and there will be prizes for the best snapshots.

October 25th: A Club picnic at Stanwell Park. Details of this will be announced later.



#### DO IT NOW!

### **PARAMOI**

#### SKIPPY







### WINNERS





The individual winners of the "Skippy" Contest. From Left to Right: Billie Nonmus (W.A.); Keith McLennan (Vic.); Bill Reilly (N.S.W.), the Australian Skippy; Lennie Stewart (Q.); and Warren Reade (S.A.).

### SUCCESS OF "SKIPPY" STUNT

### CONTEST CRASHES METROPOLITAN AND COUNTRY PRESS FOR 1,500 INCHES OF NEWS SPACE.

CRASHING the metropolitan and country press for 1,500 inches of free space, Paramount's Australian "Skippy" Contest goes on record as the most intensely publicised exploitation stunt executed this year.

In space alloted the Contest, Queensland led the other States, giving nearly 500 inches. New South Wales followed with 451; Victoria, 289; South Australia, 196, and Western Australia, 147.

The metropolitan press were quick to appreciate the news value in the announcement of winners, and in each case the newspaper conducting the Contest sent a representative to interview the lucky boy and his parents. In every instance, a human interest story was unearthed and given prominent news space.

In the case of Victoria, South Australia and Queensland, the winner's family was found to be in dire financial need, thus making excellent front or edition page copy. In Western Australia, the stunt has resulted in putting the town of Doodlakine, a six-year-old hamlet 142 miles from Perth, securely on the map, and in appreciation, the citi-

zens of that place financed the local "Skippy's" trip to the big city to receive his prizes.

Space such as obtained by the "Skippy" Contest is the kind that money cannot buy. It is the kind that appears under that all-important heading "News", and is read and digested by the entire community.

In launching the "Skippy" Contest, the dual object of the advertising, publicity and exploitation departments was to acquaint the Australian public with the character of "Skippy" and to build up a readymade audience for the picture upon its release. The newspaper space obtained, coupled with the receipt

of more than 3,000 entries in the Contest, conclusively demonstrates the far-reaching manner in which the combined efforts of Herman Flynn, Reg Kelly and Bob White, under the direction of John E. Kennebeck, Sales Promotion Manager, have spread the gospel of "Skippy".

In view of the tremendous success of the "Skippy" Contest—its success having exceeded all expectations—James Thornley, general manager of Paramount's Capitol Theatre, Melbourne, is evolving plans for the visit of each State "Skippy" to the Southern capital during the picture's run there.



#### Melbourne

Murmurs.

MISS DALY Accounts Dept., has had a sudden illness

necessitating her absence for a short period. She has the staff's best wishes for a speedy return to health.

Bill Hagon plans a Sydney holiday shortly, and judging by correspondence received, there will be heart flutterings with the fair sex of that city upon his return.

Did you know that Lou Poliness was a cook? He astounded Bert Kelly by producing a pot of jam. proudly boasting of it, as "my own make".

#### H.O. Happenings.

BÈ KNOWLES and Pearl Turner have decided against the lazy life and are trying their hand at housekeeping. Good luck girls let's hope it's a great success.

Some of the girls in Head Office have decided that exercise is good for the constitution. We notice quite a number who arrive as early as 7.30 for a game of tennis.

Ces Abotomey arrived in Head Office yesterday. All were glad to see him once more but were wary of his handshake.

As it is getting a little late for woollen jumpers some of the girls have started making bathing costumes.

Head Office are glad to see Mr. Hurworth back in his place again and hope his trip spells BIG BUSI-NESS.

# BRANCHES

THE WILL TO DO.

Recently I came across some verses which I believe should be laid before you. They are entitled "The Will To Do". The verses are short, so may I suggest that you read them carefully. I think there was never more truth set forth.

It's not the shape of your head,

Nor the steely glint of your eye. It's not the make of the car you own

Nor the sparkler that livens your tie.

It's not how determined you think you'll be,

Nor a body that's full of zest. It's the will to work and the will to do

That will show you up at your best,

It's not your encestral blood that

Ner your family coat of arms. It's not the name of your church that helps.

Nor a string of good-luck charms.

It's not the savoir faire you affect,

Nor the ultra style of your clothes.

It's the will to work and the will to do

From which your achievement grows.

—Gene Barth.

From New Zealand.

PARA MOUNT won't be the only one celebrating its

20th birthday shortly. By coincidence, Alberta Fitzgerald discovers that she too will be 20 during Paramount Week. Well, Many Happy Returns of the day, and I think that being able to claim twinship with Paramount deserves a real party: What about it, Fitzy?

Joe Goodey, Wilf Smeaton and Ray Young have joined the legion of pipe-smokers. For the past week it has been the subject of a little quiet humour but the lads are gradually acquiring the art and they want to assure Beth MacGregor that they are definitely NOT out to exploit "Gun Smoke".

Hector Smith holds an impregposition the at top of the ping-pong ladder. With handicaps the graded from Hec's standard (scratch), thought someone might conquer this young Tilden, but what we like about Hec. is that he will give anyone a good game despite the fact that he invariably reaps the honours.

#### Sydney Sayings.

CECIL ABOTOMEY, recently returned from Perth, is at present preparing for an extensive trip through the New South Wales territory.

The booking department is finding all its time occupied in handling the many Paramount Month Exhibitors' Agreements coming in from all parts of the territory.

Cass O'Reilly of the Film Inspection Dept., a student of ichthyology, is still trying to cultivate a couple of eels in a small jar.

### ALL BRANCHES SET FOR RECORD PARAMOUNT MONTH.

#### MANY CONTRACTS RECEIVED.

THAT Paramount Month this year will undoubtedly be the most successful on record is evidenced by the number of Exhibitor's Agreements steadily pouring into Head Office from the branches. Arthur Naylor and his staff are literally "snowed under" with contracts for this special month which embraces Paramount Week.

This year, exhibitors are showing a marked enthusiasm in the contest for the Paramount Week Exploitation Shield. In addition to promises of co-operation by the Union Theatres and the Birch, Carroll, and Coyle circuits, John E. Kennebeck has received similar letters from all of the previous winners of the coveted trophy.

Judging for the Shield will be carried out on the following schedule of points:—

Newspaper Advertising and Publicity, 30 pts; Outdoor Advertising, 25 pts; Lobby and Theatre Front, 25 pts; Special Exploitation, 20 pts; Possible Total, 100 pts.

### "THE HOUSE THAT SHADOWS BUILT" GOES FREE TO EXHIBITORS.

#### GREAT FEATURE LENGTH TRAILER.

POR several years in the past it has been the practice of Paramount to prepare a feature length trailer of the new season's product for the benefit of the sales force. This year's trailer under the title of "The House That Shadows Built" has been produced for the general public and will be given free to those exhibitors booking the 20th Birthday Programme.

"The House That Shadows Built", taking its title from the book containing the biography of Adolphe Zukor, is a great piece of showmanship.

It shows how the history of Paramount is the history of motion pictures. After a flash of the little barn in which Paramount started its production in Hollywood 20 years ago, it shows flashes of all of the great

Paramount successes of the past.

Then, presented dynamically, are the Paramount stars of the present, followed by flashing electric signs in a Gay White Way setting showing the great titles of the Paramount hits of the coming 1931-32 season. This in turn dissolves into actual scenes from some of the new pictures now in work at the Studio.



STAN CRAIG.

WHEN Stan Craig first landed in Wellington, N.Z., the police gave him a big reception. They reckoned that here was a guy with big feet, and out of the "force" Stan has big feet, but he also has a big heart. He is unquestionably the best liked film man in the Shakey Isles. With Paramount, he has a wonderful record. Besides having one of the longest terms of service for the company, he started at the bottom rung of the ladder, and worked his way up to his present position as General Manager in charge of New Zealand. Stan Craig is one of those white men, whom you like to boasi of as being a friend of yours.

#### March in Thriller.

REDRIC MARCH has been definitely assigned by Paramount to play the dual title role in the forthcoming talking version of Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde". Selection of March was made after a deal of deliberation by studio executives, who concluded that this actor's splendid dramatic ability and virile personality would do justice to that great role.

#### Holmes and Sidney.

BREAK-UP", the latest bestselling novel sensation by Hagar Wilde, and current talk of the literary field, has become the screen property of Paramount Pictures. Phillips Holmes and Sylvia Sidney will be co-starred in this straightforward story of married and unmarried life among young people in New York flats. Production will start when the stars complete current duties.

#### "Man with Red Hair".

RICHARD ARLEN will have one of the leading roles with Irving Pichel in Paramount's production of "The Man With Red Hair", mystery thriller from Hugh Walpole's novel. Arlen's part will be another highly dramatic one such as his recent work in "The Lawyer's Secret". No directorial selection for "The Man With Red Hair" has been made known to date.

#### Chevalier's Kid.

DAVID DURAND, Chevalier's second-hand kid in "Innocents of Paris", has been given the role of George Bancroft's son in that star's new Paramount picture, "Rich Man's Folly". Juliette Compton and Frances Dee are appearing in the principal feminine roles, and John Cromwell, who handled the star's "The Mighty", is directing the new picture.

# Gossip



Jackie Coogan and Mitzi Green in a scene from "Huckleberry Finn", which will carry the same kid cast as "Tom Sawyer".

#### Directors for Prison Drama.

Marcin, who recently made "Silence" and "The Lawyer's Secret" for Paramount have been given a new co-directorship. They will have charge of Paramount's newly purchased story of prison life, "Ladies of the Big House", in which Peggy Shannon will head a feminine cast. The author of the new picture is Edward Booth, who also wrote an earlier Paramount success, "Ladies of the Mob".

#### "Marriage Bed".

"THE MARRIAGE BED", Ernest Pascal's play in which a new and ultra-modern twist is placed upon the triangle situation, has been purchased by Paramount and will co-star Claudette Colbert and Fredric March. The picture will re-unite Miss Colbert and March, who recently co-starred in "Honor Among Lovers". Pascal is adapting the play for screen use.

#### "My Sin" Nears Completion.

PRODUCTION is quickly nearing completion on "My Sin", the Paramount picture in which Tallulah Bankhead and Fredric March are co-starring at the New York studios. It is from an original story by Owen Davis and Adelaide Heilbron, and is being directed by George Abbott. In the supporting cast are Lily Cahill, Henry Davenport, Anne Sutherland and John Goldsworthy.

#### Cooper with Colbert.

MMEDIATELY after Gary Cooper returns to America late this month from his European vacation he will start work opposite Claudette Colbert in "Sal of Singapore" at the Paramount New York studios. It will be Cooper's first studio work in the East and likewise his first appearance with Miss Colbert. Edward Sloman will direct this adaptation of Dale Collins' "The Sentimentalists".

#### "Notoriety"-Chatterton.

RUTH CHATTERTON'S next Paramount picture to follow "The Magnificent Lie", will be a version of the play by Jules Eckert Goodman called "The Second Life". It will be screened under the tentative working title of "Notoriety". Zoe Akins, who dramatised such earlier Chatterton successes as "Sarah and Son" and "The Better Wife", is writing the screen play for "Notoriety".

#### "Twenty-four Hours".

CLIVE BROOK has started work at the Paramount Hollywood studios on "Twenty-four Hours", the next production in which he will head an all-star cast. The new film is an adaptation of the sensational novel of that name by Louis Bromfield dealing with a murder that rattles the skeletons of New York's aristocracy. Kay Francis, Wynne Gibson and Regis Toomey.

# SELURG SELURG

NEW NOVELTY FRAMES.

VARCOE LEADS THE WAY.

THE last issue of "Punch" announced the new Daybill, One-sheet and Window Boards. By now, each Ad Sales Manager should have a number of these in stock. The next move is to sell them.

H. N. Varcoe, of Melbourne, is showing the way in this regard, a few days after receiving his stock of Boards, Varcoe wired Len Jones at H.O. for six of the one-sheet stands to be sent on the earliest boat. Nothing, to date, has been heard from the other managers,

which means they are either laying down on the job or striking tough selling.

The latter excuse seems hardly probable in view of the quality and utility of these new items, and of their reasonableness in price. Now is the time to hit the exhibitor on his weak-side. Summer is coming, the lobby is looking a bit shabby, it's time for him to spruce up for the warmer months when the theatre business must compete with outdoor sports. Start pushing the new novelty frames NOW. Let's Go!

ABOUT THE D. SALESMEN.

TWO Far Eastern branches in Singapore and Batavia are showing the way to the rest of the boys in quota standing.

Quincey of Brisbane has been selling a great number of colored medallions to exhibitors for stunts in connection with Paramount Week.

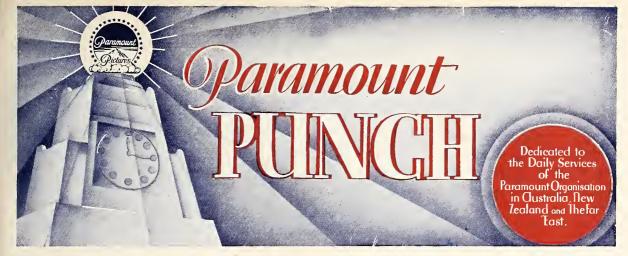
Jack O'Neil of Sydney found a great demand for the special material on Paramount Week. Every item of his quota has been distributed to exhibitors.

STEEL EQUIPMENT INSTALLED AT SINGAPORE.



Jack Groves sends "Punch" the above photos showing the newly installed steel equipment at the Singapore office. Notice the steel bins in the Ad Sales department and the steel benches in the film re-winding room.

An Ad. Sales Order with Every Contract!



Vol. 5.-No. 17

SYDNEY, AUSTRALIA.

September 9th., 1931

# aramount's Birthday BETONG NNOUNCEMENT

Watch for it soon in the Grade Press + Service



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential,

Reg.	Kelly			. Edi	tor
		e se			
Vol.	5Sept.	9th,	1931	.No.	17



FRED GAWLER tells me that the cause of all commotion on the first floor the other day, was Artie Naylor trying to stop Charlie Gatward from throwing a handful of silver to a party of street musicians ... S'fact ... And Bill Hurworth ... on the top floor ... has also been kicking up a great deal of row ... digging holes in the carpet with his mashie-niblick . . . doing a little practice after seeing loe Kirkwood in a Paramount Pictorial ... Bill says that golf is hitting little balls at intervals ... and talking about it the rest of your life ... And don't look at me when you say that, Bill ... And if you don't think Bill knows how to play the game ... ask the boys at Melbourne, Adelaide, Perth ... and other points West.



#### **New Studio Trend**

FROM information received from our Production Department, I am firmly convinced that, during the coming year, Paramount will top anything it has ever done in the past, and a twenty year record of good pictures is not an easy mark to surpass. One of the factors which makes me feel comfortable about the coming product is the new studio policy of never releasing a picture until it is absolutely right from a box-office viewpoint. In accordance with good business principles the Production Department will spend additional money for retakes and other corrections on a picture after it has been completed in order to assure a greater return on the entire investment. This has been done with "An American Tragedy" and "Monkey Business".

Another trend which illustrates the "down-to-earth" terms in which the Production Department is now thinking, is the policy of including picture names in those productions having stars from the legitimate stage. An example of this is the casting of Fredric March with Tallulah Bankhead in her next picture, "My Sin". This new trend in the Production Department points to a great revival of box-office pictures. The studio is more in that mood now than it has been in the history of the company.

That we have clear sailing ahead with Paramount Pictures, you can take my word for. I was never as sure of anything in my life as I am of that. We must approach every picture with optimism and eagerness, and devote every ounce of resourceful showmanly effort in selling it to the exhibitor and the public. Let's Go!

Juonstick of

#### Number Seven.

TT certainly looks like we will have I to permanently reserve this space in reporting new arrivals in Paramount organisation. Last issue this space carried the heading "Number Six", but really it should have been "Six and Seven", because "Punch" was scooped on the arrival of a baby boy in the household of Tom Hurnev of the Head Office Accounts department. Still we can't be blamed if Tom wants to keep these things to himself. Baby Hurney is now three weeks old and a great little chap, too. Hermann Flynn says that we only want two more boys to make up a Paramount Baseball team for the late 'Forties.

#### Lucky Lotteryites.

THE results of the No. 2 N.S.W. Lottery brought luck to at least four Paramounteers in Miss Murray and Messrs Sixsmith, Hurney and Windon. The ticket owned jointly for the lucky four won a £10 prize. If we remember rightly, winning prizes in big sweeps is no new experience to this quartette. Their best performance was winning £100 some time ago.

#### Kennebeck in Melb.

JOHN E. KENNEBECK, Sales Promotion Manager is at present in Melbourne on a business trip. Mr. Kennebeck expects to be in the Southern capital about ten days. Several important matters in connection with Paramount's Capitol Theatre will occupy his time.



AS AT SEPTEMBER 5th, 1931.

#### DISTRICTS.

Posi	ition. Perc	Percentage	
2	J. A. Groves	78.01	
	S. H. Craig		

#### BRANCHES.

Posi	tion. Per	centage
1	P. Verdayne Singapore	107.26
2	A. Olsen Batavia	101.88
3	C. J. Shepherd . Brisbane	86.04
4	P. Board Adelaide	79.32
5	G. M. Nacked Perth	79.11
6	H. Kelly Melbourne	75.92
7	G. Brookes Sydney	74.60
8	S. H. Craig, Wellington	65.73
0	S. G. Pohinson, Sourahava	61 03

#### AD. SALES.

Posi	tion. Perc	entage
1	Singapore	95.24
2	W. Bignell Adelaide	78.96
3	Batavia	78.46
4	H. Quincy Brisbane	76.85
5	H. Whitelaw, Launceston	75.93
6	H. N. Varcoe, Melbourne	75.68
7	R. Lawn Perth	65.67
8	J. O'Neill Sydney	64.94
9	J. Goodey Wellington	57.62
10	Sourabaya	49.38

#### Wedding Bells.

THE Paramount studios in Hollywood are proving Cupid's greatest ally, judging by the crop of marriages that recently flourished out there. Among those united in the holy bonds of matrimony are Carole Lombard and William Powell, and June Collyer and Stuart Erwin. In both instances, the players first met on the Paramount "lot".

#### Such Excitement.

A NY doubt that "Skippy" is an exciting moving picture was removed by Lucy Young of Berkeley, California, U.S.A.

Lucy got so worked up over "Skippy" that she tore a tack out of the theatre seat and swallowed it. Believe it or not!

#### Paramount Club.

THE Paramount Club welcomes several new members this quarter. Now that the club has become a real and established fact new members are joining every day.

Within the past two weeks the Club has had a very successful dance and theatre party. Members were entertained free at Her Majesty's at the G. and S. opera "Pirates of Penzance".

Plans are now underway for the Club's card party and dance night at the Pickwick Club and later on a visit to Taronga Park and a trip to Stanwell Park will be made.

The tennis prizes will be presented at the Pickwick Club dance.

The Paramount Baseballers are active in practice matches and are entering the National League (Summer), competitions in first grade.

### PARAMOI

#### "SKIPPY" WOWS THEM AT SYDNEY PREMIERE.

#### PERTH SENSATION.

BRANCH Manager George Nacked, reports the sensational success of "Skippy" at the Ambassadors Theatre, Perth, last week. Opening to stand-out business on Saturday morning, August 29th, this picture continued to bring in phenomenal returns, right up to the end of the week.

"Skippy" turned in the highest

"Skippy" turned in the highest figures recorded at that house for the past nine months, and had nearly doubled the average weekly takings. In fact, the success of "Skippy" in Perth is an exact duplicate of that picture's run in Adelaide, during the previous week, when the theatre management got a pleasant taste of the "good old days".

### 20 YEARS OF FILM OUTPUT.

LAID END TO END.

SOME statistical shark has figured out that if all the film that has passed through the cameras in the making of Paramount feature pictures during the company's twenty years was laid end to end it would reach from Paramount Building to the Paris studios and back, with enough left over to pave Broadway at Times Square.

Our organisation has made more than 700 features in Hollywood, 125 in New York and 75 in Europe—a total footage of 35,100,000 or 6,664 miles. Believe it or not!

If all short subjects and newsreels could be figured in there would be enough film to gag everyone who declares, "The motion picture is still in its infancy".

#### S.R.O. SIGN DISPLAYED.

PRESS ENTHUSE.



BACKED by one of the biggest advertising, publicity and exploitation campaigns on record, "Skippy" opened at the Lyceum

Theatre, Sydney, on Saturday last to sensational business.

A queue for the early morning performance commenced to form shortly after nine-thirty, and sellout figures were recorded at every session.

A feature of the evening performance was the presentation of prizes to little Bill Reilly, winner of the Australian "Skippy" Contest, by Mr. Clark, General Sales Manager.

When it is realised that such formidable opposition as "Trader Horn", "The City of Song", "Son of India" and "The Night Angel" was concurrently battling for opening night patronage, the success of the Sydney premiere of "Skippy" can be all the more fully appreciated.

The following are extracts from metropolitan newspaper critics:

"The acting of Jackie Cooper and Robert Coopan as two boy friends, particularly in their anguish because their dog has been shot, gives great interest to "Skippy".

—"Sydney Morning Herald".

"'Skippy' is a wonderful piece of child life—it has humor and tragedy, and the lovableness of Jackie Cooper will stay in every woman's mind when the picture is an old, old story".—"Sunday Guardian".

#### "SKIPPY" IN MELB.

ACCORDING to a wire from James Thornley, General Manager of Paramount's Capitol Theatre, Melbourne, "Skippy" opened at that house on Saturday last, to the best business recorded for many weeks. As was noted at the Sydney premiere, the audience reaction to "Skippy" was strikingly favorable, thus indicating continued success for this splendid picture.

It is recalled that in every previous release of "Skippy", business has built steadily from the opening day. It is the kind of film that thrives on word-of-mouth publicity, and as such, should make plenty of money in the southern capital.

### PRODUCTION INNOVATION.

AUDIENCE REACTION.

AUDIENCE reaction for pictures before they are produced has become an innovation in the film industry. The new idea has been started at our Hollywood studios with the employment of Harry Chandlee, experienced screen student and critic, to inspect every script before it is finally accepted, in order that an analysis of audience values can be made before filming is started.

Chandlee, who has followed motion picture production for many years and has studied audiences at thousands of showings, will work solely with the theatre patron in mind. Correction of each script for audience appeal, it is expected will eliminate the necessity of retakes.



Sydney

Sayings.

S ID HEL-DON is at present on his annual vacation. You will find him at Bondi on the nice supply days.

nice sunny days, and in the surf, too.

Charlie Donaghey and Pauline Adler have both been victims of old man 'flu, but we are happy to report that both are back once more at their desks.

Willie "Up two" Peck is still looking for the guy who "snitched" his radiator cap. The last time his spare tyre "went off".

Mick Stanley and his projection room staff are back in the office a good many nights lately for test screenings. This is just another instance of Paramount service.

#### News From New Zealand.

R. JOHN W. HICKS, Jnr., who with Mrs. Hicks and Master John has spent almost a week in the North Island, is expected in Wellington shortly. It will not be necessary for us to record that we are all looking forward to his arrival and those of us who have not yet had the honor of meeting Mr. Hicks are awaiting this pleasure.

Last week Filmcraft Limited challenged us to a ping-pong match. Some very exciting games were played, Paul of Filmcraft and Ray

BRANCHES

OFF AGAIN.



Peggy Shannon says "bon voyage" to Ernest B. Schoedsack, who recently left for India to get some jungle scenes for "Lives of a Bengal Lancer".

Young of our Despatch Department displaying excellent form. Other players were Fenton and Davidson from Filmcraft and Mangin and Smith for Paramount. In the 9 games played, we were successful in gaining 189 points to Filmcraft's 109.

Speaking of authenticity in pictures, Wilf Smeaton was wondering whether the bar depicted in several stills for THESE CHARM-ING PEOPLE contains bottles of good old English vintage, or just so much coloured water as used in the States.

Head Office
Happenings.

FROM the number of new and dainty frocks on show at Head Office lately it can be truly

said that "Spring hath come".

Quite a number of the members of the top floor have been absent from their desks with 'flu attacks.

The second floor has had its fair quota, too. John Kennebeck, Frank Deane, Grace Rankin, Nell Adler, and Beth McDougall have all been victims.

Miss Page is at present holidaying at Katoomba. Win Carrick and "Cleo" Sommerville spent the week-end with her, but were not fortunate enough to see a fall of snow. Nevertheless they all had a good time.

Hiking is now the favorite weekend pastime among a section of the Head Office girls. Anyone wanting to know any details regarding a trip should get in touch immediately with Alice Brown and Margaret McLean.

#### NO NEWS FROM.

Melbourne,
Adelaide,
Perth,
Brisbane,
and the
Capitol Theatre.

--- WHY?

#### Chevalier Masterpiece Breaking Records

S.R.O. BUSINESS EVERY SHOW.

ALL KEY CENTRES



AFTER seven big weeks at the Criterion Theatre, "The Smiling Lieutenant" moved over to the Rivoli Theatre to continue its Broadway run, so as to make room for "An American Tragedy".

The resounding success of this Chevalier-Lubitsch hit in New York is being duplicated in other key cities throughout U.S.A. In Chicago, despite a terrific heat wave, the picture in its first week at the United Artists Theatre equalled the attendance record set by "The Vagabond King".

Even more remarkable is the fact that when the film opened at the Carthay Circle Theatre in Los Angeles, it had the greatest advance seat sale of any picture in years. The five dollar premiere there was a sellout, with the biggest opening night gross of the year. And it was one of the hottest nights of the summer, too!

### AN INTERVIEW WITH GROUCHO MARX.

By. Lowen B. Hold.

"HOW'S tricks?" I inquired as I walked in on Groucho. Right there was where I made my mistake.

"Tricks!" Groucho repeated, settling down in a corner of the room and flicking cigar ashes into a drawer of the desk. "Now, there are loads of tricks. Without tricks, we couldn't have bridges".

"But—."

"Oh, I see you want to argue. Well"! He stood up, took off his coat and brushed it carefully. Then, tossing his coat into a corner he placed the brushings into an envelope. "I always save old cigar ashes. They're good to keep the moths away".

"Well—."
You can put ashes to ashes and dust to dust but then what have you?
Nothing but lot of dirt and there"s enough dirt in our lives anyway, isn't there?"

"Well, you see ---."

"Of course I see. That's why I wear glasses. Did you think it was to improve my appearance? No, it's to help my looks. You needn't try to flatter me. I hate to be flattered. Don't talk about me so much. Let's talk about you. What do you think of me''?

"What I came for was-".

"To tell me you counldn't come? Well, some time when you can come, drop around and let me know and I'll be expecting you. Be sure to come ten minutes before you can, so that I'll be prepared for you and I'll try to think up something to say. Good-bye. Sorry I couldn't have seen you".





VERNA BROWN is a very competent secretary ... but a very incompetent golfer ... of course ... that is what we are told ... We know the first statement to be correct ... but as to the second ... well, we can't very well tell who told us. Verna is that part of the VB/SHC you will always notice on Stan Craig's memos ... and this we can say without fear of correction . . . is one of the most popular girls in our New Zealand organisation . . . My colleague, George Lawrence has never had the privilege of meeting Verna . . . with the result that the above cartoon is drawn with the aid of a small snapshot plus a little help from the writer.

#### Rogers Replaces Arlen.

CHARLES (BUDDY) ROG-ERS has replaced Richard Arlen in the current Paramount mystery picture, "The Man With Red Hair", in which Irving Pichel has the title role. Arlen is listed to start work immediately on a football story, tentatively titled, "Touchdown", in which he will be be supported by Charles Starrett and Jack Oakie.

#### "Once a Lady".

"ONCE A LADY" has been decided upon as the definite title of Ruth Chatterton's next Paramount dramatic film. This picture is an adaptation by Zoe Akins of the play, "The Second Life", and will be directed by Guthrie McClintic. "Once a Lady", previously announced as "Notoriety", is scheduled for production soon at the Hollywood studios of Paramount.

#### Bancroft in Boston.

GEO. BANCROFT, Paramount star, and a party of actors and technicians headed by Director John Cromwell, are in Boston to make a sequence with a shipbuilding background for his next picture, "Rich Man's Folly". The launching of the "Mariposa" 30,000 ton passenger boat at the Quincy, Massachusetts yard, will

#### "Come On, Marines" Starts.

DIRECTOR William Wellman has started filming operations on "Come On, Marines", a Paramount adventure-romance in which William Boyd, Charles

# Gossip

CHINESE STAR



Anna May Wong, the Chinese star who plays the leading role in Paramount's "Daughter of the Dragon".

(Buddy) Rogers, Jack Oakie, Stuart Erwin and Regis Toomey appear. It is from an original story by James K. McGuiness, noted soldier-writer. No feminine supporting cast has been assigned to date.

#### "Personal Maid" Completed

NANCY CARROLL has just completed camera work on her latest Paramount picture, "Personal Maid", which is described as a keyhole view of the lives of New York's aristocracy. Appearing in support of the star are Pat O'Brien, Gene Raymond, George Fawcett, Mary Boland and Hugh O'Connell. Monta Bell, who recently returned to Paramount, handled the direction.

#### "Round Up".

PREPARATIONS are going forward at Paramount's Hollywood studios to produce "The Round Up", a talking screen version of the stage success in which "Fatty" Arbuckle attained fame some years ago. Eugene Pallette is to appear in the role of the doughty and portly sheriff created by Arbuckle, and Stuart Erwin is to be featured with him. Norman McLeod will direct.

#### Churchill in "My Sin".

BERTON CHURCHILL, well-known character actor of stage and screen, has been assigned to an important role in "My Sin", the Paramount picture in which Tallulah Bankhead and Fredric March are currently co-starring at the New York studios. The cast also includes Scott Kolk, Harry Davenport, Anne Sutherland and Margaret Adams. George Abbott is directing.

#### "Dover Road".

CLIVE BROOK has been selected to head another all-star cast in "Dover Road", Paramount's adaptation of A. A. Milne's famous play, which William C. de Mille is to direct. Brook will commence work on the new film immediately following the completion of "Twenty-four Hours". Miriam Hopkins has been chosen to appear opposite the English star in this picture.

### SELUNG AD-SALJES

A FTER many weeks of comparative quiet, a few of the Ad. Salesmen have, figuratively speaking, put their ears back and gone after that extra business.

The first news of this unusual activity came from Henry Quincey of Brisbane, who came to light with the first sale of "Skippy" Buttons, 500 of which were placed with a theatre at Southport.

Not content with his initial success, Henry then sold another 500 Buttons to the Majestic Theatre, Brisbane.

Then followed further sensational sales of two one-sheet boards, four Dayb'll boards and a new "2-in-1" Artex lobby stand in quick succession.

H. N. Varcoe of Melbourne, was the next Ad. Salesman to come to light with extra business. His was the second order for Celluloid Buttons, 1,000 of Jackie Cooper being sold to the Williamstown Theatre, Melbourne.

Jack O'Neil of Sydney, also turned in a very acceptable Ad. Sales order for "Skippy" from the Strand Theatre, Newcastle, which included 500 "Skippy" Buttons, 5,000 Couriers and four 24-sheets.

Among Jack's more recent sales are included another 1,000 "Skippy" Buttons and a gilded How the Boys Are Selling 'Em.

By Len Jones.

lobby stand, just to prove that the first effort wasn't due to luck.

Although the new novelty boards, buttons and other "extra business" items have now been available to the branches for several weeks, we have yet to hear from the other Ad. Salesmen.

Reports from Perth and Adelaide lead us to believe that in each of those towns, "Skippy" has been a phenomenal success. Yet there is little evidence of the local Ad. Salesmen endeavouring to sell "Skippy" Buttons, Couriers, or any such accessories that should precede or follow in the wake of a successful film.

But perhaps we are a bit hasty. Perhaps, at this very moment, certain Ad. Salesmen are loading up suburbon and country exhibitors with all sorts of "extra business" items for "Skippy" and all subsequent pictures. Let's hope we're right in surmising that this is true.

Paramount Week should have meant tremendous increase in this regard from every Ad. Salesman. In a few cases, such has not been true. But in others business has remained "as usual", either through lack of initiative on the part of exhibitors or lack of sales effort,

While W. Bignell of Adelaide is not reported as having sold any of the "extra business" items recently, he did put his branch over quota for Paramount Week, for which effort he deserves a resounding pat on the back.

Incidentally, Adelaide is the only branch to attain quota for the past eleven weeks, and national figures were better than for the previous seven. All of which indicates that the boys are at least trying.

It might be wise to remind that "Skippy" will shortly be journeying to the country towns and suburbs. In every capital city it has been an outstanding success. And that's going to influence the smaller exhibitor's method of handling this picture when it comes to his town.

Any Ad. Salesman who passes up the opportunities offered when his country and suburban customers come in to purchase Ad. Sales material on "Skippy" needs his mental faculties closely examined. Just as it is a box-office landslide, so does "Skippy" open the field for the Ad. Salesman. Exhibitors are already SOLD on "Skippy". It's now up to you to SELL them everything that goes with it. Let's Go!

#### An Ad. Sales Order with Every Contract!



Vol. 5.-No. 18.

SYDNEY, AUSTRALIA.

September 23rd, 1931.

#### Melb. Launches "The Smiling Lieutenant"

OPENS SATURDAY
NEXT AT MELB.
CAPITOL.

BIG CAMPAIGN.

PARAMOUNT'S Chevalier-Lubitsch triumph, "The Smiling Lieutenant", will receive its Australasian premiere at Paramount's Capitol Theatre, Melbourne, on Saturday next, September 26th.

On this page is reproduced one of the first advertisements in the big campaign for the picture. It will be noticed that the advert has dignity, attractive design and layout, and cleverly set copy. Credit for this striking ad. goes to Len Peuleve, who is handling the campaign under the direction of James Thornley.





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5 Sept. 23rd, 1931. No. 18.



CCORDING to certain persons who claim to know, publicity men get all the breaks... Well, perhaps they are right... Len Peuleve travelled 500 miles to become the "father" of five bouncing boys, but that doesn't make him a lucky man... In fact, when all five of them rushed into his arms at the Spencer Street Station last Friday, we'll bet he'a have gladly disowned them and hopped the first cable-car for points west... And when they commenced scratching initials on his desk and sticking chewing gum to the Capitol seats his paternal ire was aroused to its very heights... But we must admit that the job of press-agenting for Australia's "Skippys"... settling their squawks and those of their mothers... will prove an invaluable experience for Len... It's not every young man who can undergo professional training as the head of a family before he says, "I Take This Woman"... Perhaps this experience will make Len a confirmed bachelor, or perhaps cause him to rush into matrimony at the earliest opportunity... At least he will have learned what it's all about before it's too late And that's a break...



### SELL "SKIPPY" RIGHT

"SKIPPY" is one of the greatest pieces of theatrical property that we have ever had the privilege to handle. Therefore, it is up to each and everyone of us to see that it is handled right and sold properly to the public.

"Skippy" is one of the most human stories the screen has ever told, and must be sold to the public as such.

I want you and your boys in the field to point out to your exhibitors that the children's angle should not be over-sold in their advertising. The picture has adult appeal, and this is the angle that should be well stressed in all angles of their newspaper campaigns.

The title and the cast of juveniles will naturally bring the kids. It is a "kid natural", but we want to bring adults along, too.

The Exploitation Department has prepared a special bulletin on "Skippy", which has been mailed to every showman. This bulletin contains a wealth of selling material, and should be of great assistance to help the exhibitor to put over "Skippy" in the right way.

Once again, I want "Skippy" sold RIGHT to the public, and I am relying on you boys to play your part. Let's Go!

Growsteho R

#### Gatward in Melb.

CHARLES GATWARD,
Manager of the Customs Department, made a hurried trip to
Melbourne on Friday of last week.
His mission in the southern capital
was in connection with local censorship.

#### Mr. Hicks Returns.

MR. HICKS is returning to H.O. from a business trip to New Zealand on Tuesday, September 29th. While in the Dominion, our Chief covered the greater part of both islands for the purpose of obtaining first-hand information in regard to the local business situation. He was accompanied on the trip by Mrs. Hicks and John Bill.

#### "Skippy" Contest in N.Z.

"SKIPPY" has been set for simultaneous release on October 26th in Auckland, Wellington, Christchurch and Dunedin. Otto Doepel has already launched the "Skippy" contest, and the closing date has been fixed for October 19. He has the principal dailies in all centres lined up and expects the competition to be just as great a success in New Zealand as it was in Australia. Good luck, Otto!

#### Bert Kelly Busy.

BERT KELLY, Melbourne Branch Manager has just returned from a very successful business trip to Tasmania where he made a great clean-up. Bert came back with a suit-caseful of contracts, the total cash amounts going well into four figures. And all the pictures are to be played this year, too.



AS AT SEPT. 19, 1931.

#### DISTRICTS.

Pos	ition. Pere	centage
1	J. A. Groves	89.97
2	F. Gawler	77.36
3	C, E. Henderson	75.48
4	S. H. Craig	65.20

#### BRANCHES.

Pos	ition. Per	centage
1	P. Verdayne, Singapore	100.46
2	A. Olsen Batavia	98.90
3	C. J. Shepherd, Brisbane	85.42
4	P. Board Adelaide	78.54
5	G. M. Nackeo . Perth	78.34
6	H. Kelly Melbourne	75.24
7	G. Brookes Sydney	73.93
8	S. H. Craig , Wellington	65.20
9	S. Robinson , Sourabaya	60.99

#### AD. SALES.

Position. Pe		rcentage
1	——— Batavia	81.36
2	W. Bignell Adelaide	78.61
3	Singapore	77.51
4	H. Quincy Brisbane	75.97
5	H. N. Varcoe Melb.	75.02
6	H. Whitelaw, Launceston	73.57
7	J. O'Neill Sydney	64.43
8	R. Lawn Perth	63.87
9	J. Goodey Wellington	56.76
10	— Sourabaya	47.24

#### Number Eight.

N last issue of "Punch", it was mentioned that we should reserve this space to record new arrivals. It certainly looks like we will have to do that and make this space a permanent place for birth notices. This veek's Paramount baby is Olive Stanley. making number eight in the last five months. "Mick" Stanley, Manager of Despatch at Head Office is the proud daddy. Office is the first girl out of all the recent arrivals and although she is only a week old, has a tooth. Of course Mick did the usual thing and handed out the cigars to the boys . . . oh yeah!

#### Varcoe... Exploiteer.

HARRY VARCOE, Melb. Ad Sales Manager turned exploiteer last week when he was assigned to handle the exploitation of "Skippy" at Ballarat. Harry managed to promote several prizes for a local "Skippy" contest and is also having the West and South Australian "Skippys" stop off the train to make an appearance on their way to the Capitol Theatre, Melbourne. Great work, Harry.

#### Wedding Bells.

ISS BETH McDOUGALL, secretary to Reg. Kelly of the Publicity Department was married on Saturday September 12th to Mr. R. H. Kelly of Coogee (No connection with your Editor). Miss McDougall was presented with a tea set by the fellow-Paramounteers who gathered in Mr. Kennebeck's office to wish her "all the best".

It Won't Be Long Now ...

PARAMOUNT'S 20th BIRTHDAY JUBILEE ANNOUNCEMENT.

... Watch For it in The Trade Press.

### PARAMOI

### "Dishonored" for Prince Edward

# Paramount Club

Evening at the Pickwick Book Club rooms was voted by all as one of the most successful ever conducted by the Club. Despite the warm weather, there were more dancers than card players. It was a great night and a good time was had by all.

The results of the recent Tennis Tournament were as follows:—Men's Doubles: Chas. Donaghey and Tom Bowden. Ladies' Doubles: Misses Wyn Carrich and Heather Sommerville. The trophies, together with the Championship Cups were presented at the Pickwick Club Dance.

Club members enjoyed seeing the Gilbert and Sullivan opera, "The Pirates of Penzance", at Her Majesty's Theatre recently. Members went along as the guests of the Club.

#### SHIELD CONTEST.

SALLISMEN, Ad. Salesmen,
Bookers, and all who come
in contact with showmen in
your respective districts, are
kindly asked to remind those
exhibitors intending to compete
in the Paramount Week Exploitation Shield Contest, that
all evidence of their campaigns
must be in the hands of the Exploitation Department, H.O.,
prior to October 15th, 1931.

### SEASON OPENS OCTOBER 7.

"DISHONORED", Marlene Dietrich's second starring production, is now definitely set for an extended season release at the Prince Edward Theatre, Sydney, on Wednesday, October 7th.

In view of its remarkable success in the other capital cities and the evident curiosity of local picture-goers regarding Miss Dietrich's next screen role, "Dishonored" is expected to considerably eclipse the business turned in by "Morocco" during the forthcoming season at that house.

SELLING "SKIPPY".



One of the many attractive ads, used by Paramount's Melbourne Capitol, in selling the personal appearance of the Australian "Skippys".





Roger Logan is the gentleman in Head Office who "okays" your I.O.U's, that is, if you are lucky, and also the guy who gives you a nacty look as you hand in your swindle sheet for your last interstate trip. As Head office Accountant, Roger is Paramount's modern Shylock, always demanding his pound of flesh... He gets it, too.

Roger, as right-hand man to Mr. Sixsmith, is one of the strongest links in Paramount's chain of manpower.



### TIMES ARE GETTING BETTER!

(By John E. Kennebeck.)

"Things are very bad", remarked a prominent man to a salesman in Sydney the other day.

"Sir," replied the salesman, "you shouldn't say that; it makes times worse!"

 $\mathbf{A}^{\mathsf{ND}}$  so the old story of "bad times" goes on . . . and on

The foregoing is typical of a wide brand of popular feeling today. As one economist expressed it, "the depression is more psychological or mental than actual", because too many people talk too much about it!

The least that we in the show business can do about the whole matter is to forget it. Let us talk, think, eat, drirk, sleep, and work in optimism and confidence in the future, at the same time facing conditions fairly and squarely, but battling them at every move.

### TIMES ARE GETTING BETTER!

Slowly, but surely, business conditions are improving.

Bankers, business leaders and economists agree that the depression has hit rock bottom . . . that the general trend of business and industry in the past two months indicates an assured improvement.

Every country is still in the throes of economic and financial upheavals, but better understanding and confidence in one another have a ready created the means for a return to normalcy.

As Paramount men, every one

of us should stand out as exceptions in stimulating and creating a new confidence in the future of not only this show business but business in general. Take a perspective of things about us and, granting that there is still continued unemployment and a dearth in business, there is much improvement to convince the worst pessimist that TIMES ARE GETTING BETTER!

The next time anyone mentions the depression or bad times to you, let me suggest that you button-hole him against the nearest wall, hold him there by standing on his feet, and give him a barrage of these facts in both ears, culled from the Press:—

1. Australian exports of goods were three times as great as imports during the three months ended June 30.

2. In the past year, Austral'a has turned an unfavorable trade balance of £5,900,000 into a favorable balance of £40,480,000.

3. The Textile Workers' Union reports that wool, worsted and cotton spinners were never more busy in the last two years than at present. Depleted stocks of goods have necessitated new large orders from the mills. Unemployment in the Union had ceased to increase.

4. The drift in unemploy-

ment has also stopped in the Rubber Workers', Iron Workers', Saddlery, and Carpenters' Unions.

- 5. Though the buying in the wool market has been irregula, competition among the Japanese, French, and English buyers is keen.
- 6. The Dairy industry is in a profitable condition with business improving every week, according to very recent reports from at least four of the largest dairy companies in New South Wales.
- 7. Australia is consistently selling more citrus fruits, dairy products, and flour to the East than ever before.
- 8. Leading stocks on the Exchange are either holding their own or showing slight daily increases.
- 9. Football games still attract 30,000 people in Sydney and a recent day at Randwick recorded 80,000 in attendance.

#### And

10. Just as many people are going to the better pictures than in the past.

Again, TIMES ARE GET-

TING BETTER!

#### Melbourne Murmurs.

BRANCHES

Head Office
Happenings.

LL are

Bert Kelly has returned from a business trip to Tassy. Just to prove that he never sleeps on the job, he brought back a roll of contracts as thick as a mattress.

Frank Heydon, Booker, is on annual vacation. In his travelling bedstead, he is touring to Daylesford to sip the spa waters.

Whoever drew Claude H. in a Scot's cap, evidently hasn't seen Claude's favorite headgear. It's a speckled black and white cap of burglar-like dimensions.

Harry Varcoe is in Ballarat putting over a "Skippy" campaign for that town. Harry has prepared for this cold city with water bottle and knitted bed socks. Sydney Sayings.

CEDRIC CARTLEDGE, of N.S.W. Accounts Department, is at present on his annual holidays. Bondi Beach and the Promenade are where Cedric is spending most of his time.

Lost, stolen, or strayed—one pet rabbit. Miss Mollie Ikin, of N.S.W. Booking Department, is particularly distressed over the above tragedy. There is even a reward offered the kind person who apprehends the missing animal and returns it. Here's a chance for some lively youth to earn an extra bob or two.

Miss Phyllis Mackenzie is at present relieving Miss Beth Mac-Dougall in the Publicity Department. Miss MacDougall—rather, Mrs. Richard Kelly—is understood to be honeymooning at Cobbity. that Gwen Young is in hospital after having her appendix removed. We wish her a speedy recovery and that she will soon be back with us.

A certain young lady in Head Office had a Birthday, not 21, but near it. Many Happy Returns of the Day, Thel, even if we are a day or so late.

Berowra Creek was very popular this week-end. Four of the girls in Head Office chose this particular place of beauty to spend their Sunday. Three were walking, and the other chose a rowing boat.

Miss Page has returned from her holidays. She had a good time and feels very much better for the change.



Maurice Chevalier does a little explaining to Miriam Hopkins and George Barbier in a scene from "The Smiling Lieutenant", which will be released next Saturday at the Melbourne Capitol.

#### All Women.

THE featured cast of "The Mad Parade", Paramount's gripping story of the woman's side of the world war, is composed entirely of women. Heading the list are Evelyn Brent, Irene Rich, Louise Fazenda, Lilyan Tashman, Marceline Day, Fritzi Ridgeway, June Clyde and the Keating twins. The above players portray ambulance drivers behind the front lines in the picture.

#### Another Mystery Yarn.

"THROUGH the Window", the murder mystery melodrama by Martin Flavin and Joe Sherman will go into production immediately with William Boyd Skeets Gallagher, Juliette Compton and Vivienne Osborne heading an all star cast, it is announced by Paramount. Boyd's assignment came as a result of splendid work as the detective in "Murder by the Clock", recently completed.

#### "Man With Red Hair".

HAVING completed the title role in Paramount's newest mystery thriller, "The Man With Red Hair", Irving Pichel has departed for the New York studios to start work with Tallulah Bankhead on "The Cheat". Miss Bankhead has just finished a co-starring role with Fredric March in "My Sin", a story of the rejuvenation of two Havana derelicts.

#### "Dr. Jekyll and Mr. Hyde".

THREE important assignments to the cast of "Dr. Jekyll and Mr. Hyde" are announced by studio executives of Paramount. Rose Hobart will play Jekyll's fiancee; Edgar Morton will portray Jekyll's servant, Poole; and Halliwell Hobbes is to have the role of General Carew. Fredric March is starred in the title role and Miriam Hopkins plays Ivy, the bad girl of Stevenson's tale.

# Gossip

"THE ROAD TO RENO"



Director Richard Wallace chats with Lilyan Tashman during the filming of "The Road to Reno"... Hey, Lilyan, where ja get dat sunburn?

#### "Touchdown".

CEORGE BARBIER, having completed a big role in "Twenty-four Hours" with Clive Brook, Kay Francis and Regis Toomey, is now in the cast of "Touchdown", Paramount's realistic football story that features Richard Arlen, Jack Oakie and Charles Starrett in the cast. Norman McLeod is directing from the story, "Stadium", by Francis Wallace.

#### New Title.

"TWO Kinds of Women" will be Paramount's release title for the play, "This is New York", by Robert E. Sherwood, which is shortly to be made in Hollywood. Phillips Holmes, Miriam Hopkins, Wynne Gibson and George Barbier are scheduled for featured roles in this film, and Stuart Walker will direct. Production will start as soon as the principals have completed current duties.

#### With Bancroft.

ROBERT AMES, who won acclaim as Ann Harding's leading man in "Holiday", has been signed to enact the role of George Bancroft's business rival in his new Paramount picture, "Rich Man's Folly". Others in the cast are Juliette Compton, Frances Dee, David Durand and Guy Oliver. John Cromwell is directing from an original story by Martin Flavin and Joe Sherman.

#### "The Glass Key."

GARY COOPER, now in New York making "Sal of Singapore" with Claudette Colbert, will be starred in "The Glass Key" when he returns to Paramount's Hollywood studies. "The Glass Key", tells of a young politician who thrusts himself into the midst of a startling murder case to save a friend from the gallows.

#### Chevalier's Next.

MAURICE CHEVALIER'S next Paramount film role, to follow "The Smiling Lieutenant", will be as a struggling writer in "One Hour With You". Raymond Griffith, former film star, is preparing the story, and H. D'Abbadie D'Arrast will probably direct.

# SEURING SEURING

THE write-up given the boys in the last issue of "Punch" must have struck home in a few instances.

H.O. had no sooner settled back to watch results than R. Lawn, of Perth, shot through an order for 18 Window Boards, two Onesheet Frames, and two Daybill Frames. And that's what we call response!

And when Jack O'Neil learned that Varcoe, of Melbourne, had recently sold six One-sheet Frames, 14 Daybill Frames, and eight Three-section Frames, he put on his hat and went visiting.

Although his calls to date have netted the sale of only one Threesection Frame, Jack is hot on the job and quite determined that he will top Varcoe's record by a very big margin

In looking over our records of sales, we note that only two branches have been able to dispose of the new "2-in-1" Lobby Stands recently. Andre Olsen, of Batavia, has sold seven in his territory, and Henry Quincey, of Brisbane, two.

How the Boys
Are
Selling 'Em.
By Len Jones.

Olsen also reports the placing of three "Home of Paramount Pictures" Pennants.

Quincey's list of novelty item sales, which includes nine Window Boards, two One-sheet Frames, six Daybill Frames, and two "2-in-1" Lobby Stands, places his branch next to Melbourne in value of articles sold.

He also holds the honor of having placed the nest special "Skippy" Colored Medallions. That's an item that should be pushed by everyone.

Varcoe had his first taste of exploitation lest week when he journeyed to Eallarat to assist the local exhibitor in putting over "Skippy". And just to prove he hadn't forgotten he is Melbourne's Ad. Salesman, he sold 2 000 "Skippy" Buttons

You Can Always Sell More Ad Sales! and a host of posters and other items before the exhibitor was freed of him.

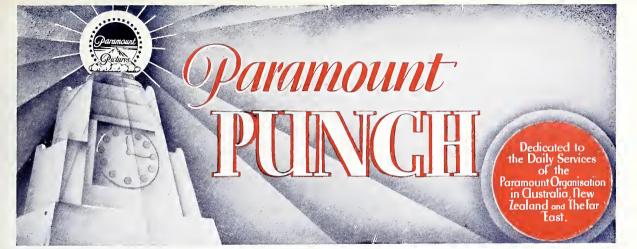
It won't be long now before we'll he getting "The Smiling Lieutenant", "An American Tragedy", and many more mammoth specials on which to sell Ad. Sales material.

And in view of the sensational receptions these films are bound to receive, it might be a good plan for you boys to start thinking about them now. Try to line up as many extras as possible that can be placed along with the regular material on these pictures.

It's always easiest to approach an exhibitor when he's in a good mood. And when he comes in to buy posters and slides on "The Smiling Lieutenant", "American Tragedy", and some of the other big ones we have on the way, he'll be in a good mood, because he knows they'll make money for him.

Give the idea some thought, anyhow. Strike when the iron's hot that is when your customer is in a receptive mood—and drive home those sales on the extra business items.

An Ad. Sales Order with Every Contract!



Vol. 5. No. 19.

SYDNEY, AUSTRALIA.

October 7th, 1931.

THE RUSH WILL SOON BE ON TO BUY PARAMOUNTS

2th Dirinday PRODUCT





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. October 7th, 1931. No. 19



THINGS we never thought worth while mentioning until now... Quite a number of Paramounteers have missed winning the State Lottery... Jimmy Flannery threw the results of the No. 7 Lottery away in disgust when he found his number missing... Such optimism... Here's a chap who should be running the country... We have found the Lottery a good excuse to hold off creditors... but we are afraid that their optimism of us winning a prize is beginning to wane... As the loser of the first prize in every sweep we thought that we might at least get a little publicity... But being one of 699,993 the newspapers could hardly interview us all... To get off the nasty subject of State Lotteries... Harold Higgins, of the Art Department, supplies this one... "Mick Stanley is the daddy of a baby girl and now it is 'up t(w)o' Willie... And Willie sez... Oh, Yeah!"



### Times ARE Getting Better

IN the last issue of "Punch" was published a forceful article by John E. Kennebeck on the fact that "Times Are Getting Better". The writer gave facts to prove his argument.

Times ARE getting better, and it is up to each and everyone of us to speed along the return of prosperity by stimulating a little optimism and confidence in the future. If we were all to talk optimism instead of bad times this depression would pass in quick time.

Read the press any day and you will notice from the published facts and figures that prosperity is returning. But, the quicker it returns is up to us all. We must have a brighter outlook.

Last Monday was a public holiday in Sydney. 44,000 people went to Randwick............ a larger attendance than at the last Sydney Cup meeting. The tote receipts bounced up £7,000 on the figures for the same day last year. These figures tell their own story. Times are getting better.

Despite the fact that the weather was perfect most of the city theatres registered capacity business. Times are getting better. People are loosening up their purse strings. We shall have prosperity back in no time. Let's Go.

Growthek. R

#### Number Nine.

THERE'S an old saying, never rains but what it pours". And so it is with the latest Paramount vogue. Paramount baby Number Nine born in the last six lames Ainsworth months. is Sixsmith, Jun., who, despite his extreme youth, already shows promise of emulating the success of his father. With the arrival of J. A., Jun., it looks as though Hermann Flynn's propects of an all-Paramount baseball team for the season of 1948 are at last to be realised. And once again we quote Bill Clark who said "It's going to be a tough proposition in a few years time trying to place all these guys in the organisation".

Yes sir, it certainly looks like we will have to permanently reserve this space for birth notices.

#### "Dishonored" at P.E.

ROLLOWING an advertising and publicity campaign of more than 20 weeks duration, "Dishonored", Marlene Dietrich's second production, commences an extended season at the Prince Edward Theatre, Sydney, tonight, Oct. 7. According to theatre management, bookings for the opening are the heaviest recorded at that house for many months and the S.R.O. sign will be hung up over the box-office very early in the evening.

The principal feature of Manager Lawton's campaign for "Dishonored" was the placing of numerous poster cutouts in various empty shop windows about the city and on all Sydney ferries, the Ad Sales purchases on this picture exceeding those on all previous Prince Edward attractions by a wide margin. In addition, the "Dishonored" trailer was screened at every performance for the past 20 weeks, thus ensuring that many thousands of persons have received its message and are awaiting an opportunity to see the picture.



As At October 3rd, 1931.

#### DISTRICTS.

Position. Pero	centage
1 J. Groves	89.97
2 F. Gawler	76.54
3 C. E. Henderson	74.82
4 S. H. Craig	63.97

#### BRANCHES.

Position. Perc	centage
1 P. Verdayne Singapore	100.46
2 A. Olsen Batavia	98.90
3 C. J. Shepherd . Brisbane	84.45
4 P. C. Board Adelaide	78.20
5 G. Nacked Perth	77.86
6 H, Kelly Melbourne	74.46
7 G. Brookes Sydney	73.16
8 S. H. Graig Wellington	63.97
9 S. Robinson Sourabaya	60.99

#### AD. SALES.

Position. Perc		entage	
1	——— Batavia	81.36	
2	W. Bignell Adelaide	78.45	
3	Singapore	77.51	
4	H. Quincy Brisbane	75.83	
5	H. N. Varcoe, Melbourne	73.69	
6	H. Whitelaw . Launceston	71.39	
7	J. O'Neill Sydney	63.77	
8	R. Lawn Perth	63.07	
9	J. Goodey Wellington	54.77	
10	——— Sourabaya	47.24	

#### The British Studio.

PARAMOUNT is planning big things for its British Production at Elstree. Robert Kane, formerly in charge of Paramount's Paris studios, has assumed control of the English plant and has instituded a brilliant production policy.

Currently undergoing filming is Rudyard Kipling's "The Light Failed", with actual location scenes in the Sudan. This is to be followed by an original story by Ernest Vajda, one of Hollywood's most successful film playwrights; an original play by Martin Brown, author of "Cobra", and a story by Mae Edington.

The first Paramount British Production, "These Charming People", has already arrived for Australian release. Previewed recently at H.O., it was found to equal the highest grade Hollywood production in every department. With Cyril Maude in the starring role, the picture has a box-office name well-known in Australia that should greatly enhance it as a moneymaker.

It is Mr. Kane's intention to employ 100 per cent British casts in all future productions, except where it is necessary for a foreign character to be portrayed. Eight feature-length pictures are listed for 1931-32 production.

#### Mrs. Jones Recovering.

THE many friends of Len Jones of Head Office Ad Sales Department will be happy to hear that his wife, who was recently seriously ill is now well on the road to recovery.



DO IT NOW!

### PARAMOI

# Doings-of the Paramount Club

THE last Paramount Club Dance was so successful and enjoyed so much by members that the committee are trying to arrange another. Everyone remarked that this dance showed more of the real Paramount Club spirit than has been seen for many a long day, and most of the club members were there!

It was a great night. Many danced and some played cards in the spacious lounge of the Pickwick Club. During the evening, Herman Flynn, the club secretary, presented the prizes won at the recent tennis tournaments. It was a pity the evening concluded at midnight.

As the warmer days are now coming, the dance will be held in suitable surroundings and will be a "white" dance.

Difficulties were experienced in arranging a Sunday outing as planned previously and in view of the small percentage of club members who have attended on previous occasions, the committee have been compelled to cancel this outing.

The committee has under way, a special number of functions which are being gone into thoroughly before an announcement is made.

# 20th BIRTHDAY JUBILEE ANNOUNCEMENT SOON

IN TRADE PRESS AND "SERVICE".

IN Paramount "Service" and "Everyones" of October 22, and the following week of "Film Weekly", Paramount will make its announcement of the 20th Birthday Jubilee programme.

The announcement will be in the form of sixteen pages, printed in attractive colors and designs, together with additional pages of letterpress. Besides these sixteen pages, the October issue of "Service" will be enlarged from the customary eight to 24 pages.

The actual work in compiling this big job is being carried out by the united forces of the Sales Promotion, Publicity, Advertising and Art Departments, under the personal supervision of Mr. Hicks.

Watch for this announcement of the 20th Birthday Jubilee product, it's going to be the biggest broadside fired by Paramount in its twenty years of leadership of the film industry.

### LUBITSCH VOTED BEST DIRECTOR IN POLL OF PICTURE WORKERS.

ERNST LUBITSCH is the best director in the film industry, it was shown today by a vote cast in Hollywood by a jury of five picture executives, five scenarists, five experienced players and five assistant directors, each one selecting eleven directors.

Lubitsch, whose most recent picture was "The Smiling Lieutenant", was chosen by every one of the twenty voters from a list of 86 directors

Results of the ballot:

1.Ernst Lubitsch (Paramount); 2.Lewis Milestone (Selznick-Milestone); 3. Josef von Sternberg (Paramount); 4. King Vidor (M-G-M); 5. Richard Wallace (Paramount); 6. Rouben Manoulian (Paramount); 7. John Cromwell (Paramount), and George Fitzmaurice (M-G-M); 8. Frank Borzage (Fox); 9. George Hill (M-G-M), and William Wellman (Warner Bros.).

## T PUNCH

### ALL WAYS and ALWAYS!



### "The Smiling Lieutenant" a Sensation

"TELEGRAIN" THE RESULTS OF ONE TELEGRAM WILL PAY FOR MANY." THE DIPORMATION ON THE BLAK OF THIS POPUL WILL INTRECT YOU. OMBONWEALTE OF AUSTRALIA - POSTMASTER-GENERAL'S DEPARTMENT

RECEIVED TELEGRAM.

This mercus has been received subject to the Ports of Telegraph Act and Regulations.

The time received at this office is shown at the foot of the form.

The first line of this Telegram contains the following particulars in the order name.

ONEY ...

Sch. C542, \$71330.

Words

PARAMOUNT MELBOURNE.

ATTENDANCE RECORDS BROKEN BY SKIPPY STOP CROWDS TURNED AWAY EVERY AFTERNOON AND EVENING REGARDS

JELBART BRITANNIA BALLARAT.

### "SKIPPY" STILL CLEANING UP

### GREAT CAMPAIGN IN BALLARAT.

Na letter to John E. Kennebeck, Sales Promotion Manager, Harry Varcoe, Melbourne Ad Sales Manager, outlined in detail the exploitation campaign he put over in Ballarat on "Skippy".

According to Varcoe, no possibility was overlooked in making the local "Skippy" Contest the biggest event in the history of the town. Suits of clothes, shoes, watches and other prizes were promoted from local merchants, and the newspaper advertising and announcements over the air from the local station, resulted in 241 entries being received for the Contest after a campaign of only five days. The visit of the Perth and Adelaide "Skippys" also stimulated interest in the local contest. The boys visited five schools and three main stores at advertised times, and were met by huge crowds wherever they went.

It is campaigns such as this, put over with judgment and punch, that keep the money rolling into the box-office. And Harry Varcoe is to be congratulated upon the manner in which he executed Ballarat's biggest exploitation stunt.

### "ONE HOUR WITH YOU".

CHEVALIER'S NEXT.

MAURICE CHEVALIER'S next film role will be as a struggling song writer in "One Hour With You", it is announced.

The story, which will mark the French star's return to modern clothes after his costumed roles in "The Love Parade" and "The Smiling Lieutenant", is being prepared for the screen by Raymond Griffith, former film

Chevalier now is on vacation at his summer home in Southern France, having gone there with his wife from New York after completing his starring role in "The Smiling Lieutenant"

"One Hour With You", will be Chevalier's first Hollywood filmed picture in more than a year. He went East after the completion of "Playboy of Paris".

SELL-OUT AT-MELB. CAPITOL.

GREAT PREMIERE.

Paramount's Chevalier - Lubitsch produc -"The tion. Smiling Lieutenant", grossed big figures at its Australian premiere Paramount's Melbourne Capitol Theatre on Saturday, September 26th, when it commenced an extended season. complete sell-out was recorded at all four sessions, and over capacity business was rung up on the cash register at the night show. Standing room was evidently sold for this performance.

The return of Chevalier to the screen, again proves the remarkable popularity of this entertainer. The story, specially written around his dynamic personality, is most interesting from beginning to end.

James, L. Thornley, General Manager of the Capitol, wires that the reception accorded the picture from the big houses, was nothing short of sensational, whilst Monday's newspapers gave the picture the most enthusiastic reviews published for a long while. Thornley predicts a long season.

Perth

Pars.

# BRANCHES

Head Office
Happenings.

WE notice that there

has been no excessive cheering in the office lately when the paper arrives with the Lottery results. The famous syndicate must be having a run of "outs".

Miss Donkin created a sensation

on Saturday with her new Spring

frock. We hope that she picked a

few winners at Randwick.

A laugh (familiar to most
Paramounteers) has been heard
by us a great deal lately. It is the
inimitable laugh of Branch Manager
George Nacked back with Paramount again and busier than ever.

Holiday time is here! Our accountant Jeff Ralph will be off to Cottesloe very soon. Speaking of holidays Gwen Reeves, film examiner, is taking an enforced holiday following an appendicitis operation. She is on the mend now and we hope to see her cheery face back at the office again very soon.

Ever since we displayed stills and lithographs of Maurice Chevalier's latest, "THE SMILING LIEUTENANT", crowds have thronged the front of our building. Exhibitors and public alike, are clamouring for musical films which certainly confirms Mr. Lasky's statement that the time is opportune for the return of this class of production.

Harry Hill visited a newly wired centre last week and secured a good contract for our disc productions. On arrival the local exhibitor was very worried as he could not get his picture (from another exchange), for screening that night to synchronise. However Harry took off his coat and soon put things right to the great relief of the showman.

Our Rugby expert Jeff Ralph had rather a bad spin recently as he secured a black eye on three consecutive Saturdays and a bent finger on the next. We hope his next appearance won't be on crutches. Melbourne Murmurs.

MISS SHEEHAN of the Despatch Department is spending her vacation by hiking over the Dandenong Ranges. She says hiking preserves that school-girl outline.

The cricket club has been practising hard for its first match on Saturday next. If enthusiasm counts at all, a good season is assured.

We welcome a new Paramounteer this week in Miss Mardell; Miss Casey having gone to join the Capitol Staff.

An enjoyable dance was sponsored by the Cricket Club, at the Middle Park Palais last week.



Phillips Holmes smiles in anticipation of the many big parts he will play in Paramount's 20th Birthday Jubilee product, which is to be announced shortly. And speaking of Randwick, some of the girls are still celebrating Autopay's Epsom win... thanks to a "hot" tip.

Naturally, Mr. Sixsmith is receiving loads of congratulations from everyone in Head Office.

Several of the girls were noticed at Bondi over the week-end. We are told that contometer operators are naturally good at figures.

Beth McDougall is back from her honeymoon. She is now Mrs. R. H. Kelly, but no connection with Mr. R. H. Kelly, her boss, and editor of "Punch"... A coincidence, don't you think? (Yes, Sir, sez me.—Ed.)

Jim Flannery is a busy man these days holding the reins of the Head Office Ad. Sales Department during the absence of Len. Jones, who is away from his desk due to the serious illness of Mrs. Jones.

### Kay Francis in Mystery.

AY FRANCIS has been assigned the leading feminine role in "Through the Window", an original murder mystery story by Martin Flavin, shortly to be produced by Paramount. In addition to Miss Francis, the featured cast will include William Boyd, Skeets Gallagher, Vivienne Osborne, George Barbier and Juliette Compton. Martin Gering will direct.

### "The Cheat".

TALLULAH BANKHEAD and Irving Pichel have begun rehearsals on Paramount's forthcoming talkie version of "The Cheat" by Hector Turnbull. The picture will be made at Paramount's New York studios under the direction of George Abbott. The original version of "The Cheat", made with Sessue Hayakawa and Fanny Ward starred, was the must successful film of its time.

### "Girls About Town".

PRODUCTION has started on "Girls" About Town", a dramatic story of expert golddiggers by Zoe Akins. Heading the featured cast are Kay Krancis, Lilyan Tashman and Eugene Pal-

### "Dr. Jekyll and Mr. Hyde".



Karl Struss, who rose to fame through his photographic effects in "Sunrise", has

Miriam Hopkins. been assigned the chief cinematographic duties on Paramount's talkie version of "Dr. Jekyll and Mr. Hyde". Struss is working out the secret transformation scenes of Fredric March in his transition between Jekyll and Hyde. Supporting March is Miriam Hopkins.

# Gossip

"Murder By The Clock".



Lilyan Tashman in a scene from "Murder By the Clock"—a real thriller. The cast includes several well-known favorites. Besides Lilyan Tashman, there appears William Boyd, Sally O'Neill, Irving Pichel, and Regis Toomey. "Murder By the Clock" should register well at the box-office. It is set for early release.

### Dorothy Tree's Debut.

DOROTHY TREE, placed under contract by Paramount after gaining over-night popularity in the stage play, "Holiday", will make her screen debut in "Once a Lady", Ruth Chatterton's current picture. This film will also mark the debut of Guthrie McClintic, former New York stage producer, as a Paramount director. Ivor Novello and Geoffrey Kerr are also in the cast,

### For Lukas.

PAUL LUKAS will be given his first real starring picture in "The Beloved Bachelor" it is announced by Paramount officials. The film will be directed by Lloyd Corrigan, who will work with Raymond Griffith and Sidney Buchman in the preparation of the screen story. The supporting cast will include Vivienne Osborne, Charlie Ruggles and Dorothy Jordon.

### "Rich Man's Folly".

HARRY ALLEN, former stage star who created the role of Old Bill in one of the productions of "The Better 'Ole", has been given an important role in "Rich Man's Folly", a Paramount picture starring George Bancroft. He joins a featured cast including Juliette Compton, Frances Dee, David Durande, Robert Ames and Claude Gillingwater. John Cromwell is directing.

### Sylvia Sidney.

SYLVIA SIDNEY is shortly to start work on "Ladies of the Big House". A supporting cast of prominent feminine Hollywood contract players will be selected in the near future.

### New Lead.

Peggy Shannon, who made
her film debut in
P a r a m ount's
"The Secret
Call", has been
assigned another
leading role in
"Touchdown",
a story of uni-

versity football.



Peggy Shannon,

She is sharing featured honors with Richard Arlen, Charles Starrett, Jack Oakie and Regis Toomey.

# SEURING SEURING

IT'S surprising how a little bit of competition puts the boys right up on their toes. There's nothing like it to stir up that old fighting spirit and start business rolling in.

It shouldn't be long before the Ad Sales lad's will start issuing challenges to one another. We're rather expecting to hear from Bignell and Jack O'Ne'll at any time. Seems a bit of a shame, but Ron Lawn and Henry Quincey are cleaning up the former, and Varcoe is running rings around the latter.

Quincey is still well up on the other smaller branches with sale last week of another One-sheet Board and a Daybill Stand,

Ron Lawn, of Perth, is about even with Quincey in number of items sold, but these are mostly Window Boards. He'll have to "get on his horse" and go after the big stuff to catch up.



Harry Varcoe,

Varcoe, of course, is the lad who's setting the Withpace. out selling a single Window Board he has managed to outstrip the field in number of items sold by

a large margin up to last week.

# How the Boys Are Selling 'Em. By Len Jones.

Last week's effort, totalling 20 Window Boards, four One-sheet Stands and six Daybill Stands, puts Varcoe head and shoulders above the rest of the crowd. He's one chap that certainly knows how to rake in the extra cash.

## THIRD QUARTER STOCK TAKING.

IMPORTANT instructions from Head Office of October 2 to all Branches, are that a physical count of all Ad. Sales stocks must be made immediately for the Third Quarter as at October Each Ad. Sales Manager and assistants are on the job to see that the Stock Sheets are accurately made out in quad-ruplicate, entered on all Stock Cards and mailed to Head Office no later than October 10. Head Office Accounts Dept. is to receive TWO copies, Head Office Ad. Sales ONE copy, and the fourth copy to remain in the Branch. Rubber stamps reading "PHYSICAL STOCKS AS AT OCT. 3, 1931", have been despatched to all Branch Ad. Sales Managers for use on Stock Cards.

Don't forget about these items, boys. Every exhibitor screening "Skippy" is honor bound to do the right thing by his juvenile patrons. And there's nothing more appropriate than buttons. They'll build him hundreds of pounds worth of good will. Remember that when you're talking to customers.

Henry Quincey is still the only Ad Salesman to place any "Skippy" Colored Medallions. How about you other chaps? Here's a mighty fine item apparently neglected. They show us a nice profit, too. Let's concentrate on them for a bit.

It's puzzling to note that certain branches have not sold a single item of the new novelty line. We know that times are "not so good" and exhibitors have all become Scotsmen. However, if some branches can turn in sale after sale with monotonous regularity, it looks as though more than the depression can be blamed for the records of the others. The current bad times are worldwide, you know,

H.O. is like the fond parent of a wayward child. It sits patiently watching its charge, disapproving, but hopeful that the youngsters will shortly snap out of it. H.O. is watching YOU. So, Let's Go!

### An Ad. Sales Order with Every Contract



Vol. 5.—No. 20.

SYDNEY, AUSTRALIA.

October 22, 1931.



The announcement has broken... and already the industry is in a high pitch of excitement... See the current issues of "Everyones" and "Service", and next week's "Film Weekly"... and you too, will agree that the announcement is real news.

Special Edition of "Punch" on An American Tragedy Nov.4



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential,

Reg. Kelly ..... Editor

Vol. 5. October 22nd, 1931. No. 20.



TO George Hayes, of the Melbourne office we must award the "Punch" Diploma for the best Branch reporter. George gives us plenty of bright, breezy copy for almost every issue ...and when he has nothing to record he drops your Editor a line... just to let him know that he can use the Melbourne space for something else... Dorothy Carson in far away Enzed... is another that we can rely upon... But while we are handing out bouquets we must also hand out some brickbats... every Pancake Day we hear from Adelaide . . . Perth . . . Brisbane . . . and only that we are on the spot...we would never hear from Head Office and the Sydney Branch...and the Capitol Theatre... is very seldom represented...

..."Punch" must have news from the Branches in order to serve its purpose ...'Let's see if this kick will do any good... "Punch" wants copy... are you for the success of "Punch" or against it!... Come on, let's go.



### OUR ANNOUNCEMENT.

BY the time you receive this issue of "Punch", every member of our sales force should be in receipt of a black leather portfolio, containing Paramount's 20th Birthday Jubilee Announcement, and also Sales Promotion booklets on our two big extended season attractions, "The Smiling Lieutenant" and "An American Tragedy".

To-morrow, Thursday, October 22nd, our first big broadside will be fired in "Everyone's", and a special enlarged edition of "Service", and the following week, "Film Weekly" will carry the news of the greatest programme of motion pictures ever announced by any company since the inception of the motion picture industry.

Remember, next year we celebrate our 20th birthday, and it stands to reason that our company, in celebrating its 20th Birthday Jubilee, will exert every possible effort to build the greatest programme of pictures in its history, and no better proof of this can be found than the product we have just announced.

I want you all to go through this Announcement very carefully, and analyse each and every picture. You need have no fear whatever of the quality of these productions, and I am sure that you will agree with me when I say that our 20th Birthday Jubilee Programme will be the best in our history as leaders of the motion picture industry. Let's Go!

Growsheho &

### Special Showing.

THE girls in Head Office received a surprise on Tuesday last when Mr. Hicks requested everyone of them to witness a special screening of "An American Tragedy".

As the picture is to be backed by a special advertising, publicity and exploitation campaign the screening was more or less in the nature of an experiment to ascertain the reaction of the picture from the woman's angle. Mr. Hicks spoke to the girls and explained why the picture was being screened and asked that they send him their honest opinions of "An American Tragedy". Besides Mr. Hicks, Messrs Kennebeck, Kelly, Flynn and White, who will work together on the campaign for the picture, also sat in on the screening.

### Paramount Club.

THE new spirit that was evinced at the last club dance has prompted committee towards new ventures. The committee has engaged Nock and Kirby's ball room, six floors up, with Wintergardens tastefully decorated, right in full view of the harbour and its cooling breezes for a dance on November 14th. Cyril Coy's Orchestra, has been engaged.

The dance will be informal or white wear, so there is no need for anyone to make the excuse that the weather will be too hot. Cool comfortable clothes, gentle wafted sea breezes and a delectable supper, will help you pass the time 'til one o'clock in the morning.

The tickets (4/6 each with a reduction for club members), are limited. The ball room will only hold a certain number and after that we will reluctantly close down. Mr. Bowden can supply tickets.



AS AT OCTOBER 17th, 1931.

### DISTRICTS.

Pos	siti	on. Per	centage
1	J.	Groves	89.21
2	F.	Gawler	76.03
3	C.	Henderson	73.96
4	S.	H. Craig	62.95

### BRANCHES.

Percentage	entage
1 A. Olsen Batavia	98.88
2 P. Verdayne Singapore	96.96
3 C. J. Shepherd Brisbane	84.07
4 P. Board Adelaide	77.75
5 G. Nacked Perth	76.29
6 H. Kelly Melbourne	73.61
7 G. Brookes Sydney	72.58
8 S. H. Craig Wellington	62.95
9 S. Robinson Sourabaya	62.88

### AD. SALES.

Percentage

Position.

		cittage
1	Batavia	79.27
2	W. Bignell Adelaide	78.34
3	Singapore	76.21
4	H. Quincy Brisbane	75.14
5	H. N. Varcoe, Melbourne	71.95
6	H. Whitelaw, Launceston	69.66
7	J. O'Neill Sydney	62.80
8	R. Lawn Perth	61.49
9	Sourabaya	55.54
10	I. Goodey Wellington	53,90

#### Announcement Breaks.

DESTINED to create an unprecedented stir in motion picture circles, Paramount's Twentieth Birthday Jubilee Announcement appears in the October issue of "Service" and in this week's issue of "Everyones". The Announcement will also be a feature of "Film Weekly's" issue of October 29th.

Representing probably the biggest advertising and publicity broadside executed in local film history, the Twentieth Birthday Jubilee Announcement comprehensively puts before showmen throughout Australia, New Zealand and the Far East Paramount's great money-making offerings for 1931-32. Striking artwork, punchful copy and factful publicity makes it an item of paramount interest to everyone in the industry.

In addition to acquainting the trade with Paramount's powerful lineup of 1931-32 attractions, the Announcement outlines the company's distribution policy for the ensuing year. Chief in importance of these, from the exhibitor's standpoint, is Mr. Hicks' decision to maintain our comprehensive system of national advertising.

### Snapshots.

LITTLE things we have noticed around Head Office, . . . Bill Hurworth's new braces ... A blonde with a smile ... and a blush . . . The demand for the noon editor of the "Sun" whenever a lottery is drawn . . . Jim Flannery's growing hair ... Willie "Up Two" Peck's weak fish stories . . . The number of red and swollen eves after the special "An American Tragedy" screening ... a new engagement ring in the Film Inspection Dept. . . . Reg Felton's pipe ... Fred Gawler's smile ... the number of old stories going the rounds ...



## PARAMOI

### Result of Paramount Week Shield Contest

VIC. HOBLER WINS ONCE AGAIN, WITH ONE OF THE BEST CAMPAIGNS IN THE HISTORY OF THE COMPETITION.

THE eleventh annual celebration of Paramount Week, August 30th to September 5th, 1931, goes on record as one of the most successful since the inception of the event. Showmen throughout the entire country showed a lively interest in featuring the Paramount trade-mark and Paramount product, and many entries were received in the contest for the £100 Silver Exploitation Shield.

The Wintergarden Theatre, Townsville, managed by Vic. Hobler, was adjudged winner of the Paramount Week Exploitation Contest, with unquestionably the most comprehensive campaign ever to come to the notice of this office. Hobler left practically no avenue of selling unexploited, and his remarkable effort was awarded 100 points out of a possible 100.

Running the Townsville Wintergarden a close second for the Shield were the Crown Theatre, Wollongong, and the Pier Theatre, Southport, Queensland. The former is managed by J. C. Smith and the latter by A. K. Bedwell.

Third place honors went to the Ozone Theatre, Enfield, S.A., managed by E. McI. Waterman and C.

McBride. As in the case of the other place getters, almost every possible advertising angle was employed.

Owing to the excellence of the many campaigns submitted for judging, first place was eventually awarded Hobler's effort only on the basis of greater volume in the avenues exploited.

HEAD OFFICE GIRLS SEE "AN AMERICAN TRAGEDY"



The girls from Head Office as they left the Little Param ount Theatre on Tuesday, after witnessing a special screening of "An American Tragedy" at the request of Mr. Hicks.

# ALL WAYS and ALWAYS!



## SIGNED ON THE DOTTED LINE.

### DIETRICH AND HOLMES

THE audience-attracting name of Marlene Dietrich will continue to appear on Paramount Pictures for a long time to come.

She has just affixed her signature to a new contract, although her present contract does not expire until The present agreenext April. ment still has two pictures to go. The first, "Shanghai Express", is scheduled for early production under Josef von Sternberg's direction. The second, as yet untitled, follows immediately, after which Miss Dietrich will visit her home in Germany. She will return in April to resume making box-office pictures under the terms of her new contract. Phillips Holmes, whose box-office drawing power has increased tremendously with each successive picture. has also been signed to a new contract.

The dramatic realism of Holmes' characterisation in "An American Tragedy", and the splendid work he is doing in Lubitsch's "The Man I Killed", are responsible for the new contract, which assures Paramount of his services for a long period. Holmes is without question the finest young dramatic actor on the screen. Public response to his work has been highly enthusiastic. Recently other studios have made persistent efforts to borrow him, but Paramount has retained him, and Holmes will continue to appear in Paramount pictures.

There's gold in them thar names!





FROM the above cartoon you will notice that my colleague, George Lawrence has had some little trouble in getting Arthur William Lee Naylor into a single column. But as we can't make any favors, Arthur William Lee Naylor just had to go into a single column.

The story how Arthur William Lee Naylor came to be christened that way is an interesting one. His Dad was in the army and had a weakness of always being caught when he was "absent without leave" ... he could never get away with it ... and in later years when young Artie came along he was christened A. W. L. Naylor ... now the story is out. Artie is in charge of the Contract Department at Head Office and I think one of oldest Paramounteers.

## CAPITOL GOES WEEKLY CHANGE.

## "THESE CHARMING PEOPLE".

WITH the season of Paramount's British production, the famous English character star, "These Charming People", starring Cyril Maude, which commenced on Saturday last, the Melbourne Capitol Theatre will inaugurate a weekly-change policy. This was announced last week by John W. Hicks, Jnr.

'These Charming People' will be followed next week by Ruth Chatterton in "The Magnificent Lie", and the South Seas story which has received such favorable mention . . . "Tabu".

## "DISHONORED" CLICKS AT P.E. BOX-OFFICE.

"DISHONORED", Marlene Dietrich's second starring vehicle for Paramount, is now in its third week at the Sydney Prince Edward Theatre, and reports from the box-office is that the picture is still maintaining the high figures set up for the opening week.

The fascinating German actress seems to be in this picture an even greater sensation than she was in "Morocco". Both sexes are talking about the picture and it that, and the figures recorded at the box office, are any criterion that film should see a season of at least six weeks.

### Head Office Happenings.

# around the

Sydney Sayings.

The Head Office members are

pleased to see Mrs. Young back at her desk. Monday morning her friends gave her a cake to celebrate her return.

Margaret is looking forward to her holidays which we believe she hopes to spend on the Northern Rivers. That's if she does not have to walk.

Mr. Logan left by car for Brisbane this week end, we all wish both Mr. and Mrs. Logan a very pleasant holiday and better weather than they had last holidays.

Audry Gill, our assistant telephonist, has chosen this time of the year for holidays the majority of which will no doubt be spent on the beach.

As Xmas is so rapidly approaching the majority of the girls are very busy these days making novelties for the festive season.

Quite a number of the girls are anxious, we understand, to obtain a copy of the photograph which appears on another page of this issue of "Punch".

"Punch" would like to know who was the girl who could not face the camera following the "American Tragedy" screening.

One of these days the girls will stop blaming Elsie Kench for the little notes that appear in this column. Some day they will find out that someone else is doing the dirty work.

### Capitol Chatter.

Norrie Roe, one of our popular programme girls, attained her majority on Saturday of last week. She threw the customary party at the family's hospitable home, and a happy celebration it was.

Elvie Lloyd, who has presided over the Capitol telephone destinies for five years, has left us, under doctor's orders, to do a bit of recuperating. Members of the staff said au revoir reluctantly, a day or two ago, and showed their esteem for a departing comrade by handing over a leather attache case.

Miss Kelly, daughter of genial Dan, is the new telephonist, and a chip of the old block, even to the emile.

#### SPECIAL **EDITION** OF "PUNCH".

A SPECIAL edition of "Punch" will be published on Wednesday, November 4th, as a tribute to one of the greatest pictures made by Paramount... namely, "An American Tra-gedy". This issue will carry a special message from Mr. Hicks, the selling points of the picture, comments from those who have seen it, and an outline of the big campaign that will sell it to the public. Watch for it.

Charlie Hale is at present

holidaying at his home town, Orange. Charlie is one guy who never forgets his folks. If we remember rightly he has spent almost everyone of his vacations at the old homestead in the "Queen City of the West".

Jack Edwards is holding the fort during Charlie's absence.

Our office Herlock Sholmes tells us that Charlie Donaghev is the one responsible for letting the cat out of the bag about the proposed surprise screening of "An American Tragedy" for the girls the other

Melba Beckensale of the Film Inspection Department is wearing a "rock" on the proper finger. Another good man gone wrong.

Tom Bowden is a busy man these days attending to requests for tickets for the next Paramount Club dance which will be held at Nock and Kirby's Ballroom.

Mick Stanley and Willie Peck put over a good sales talk to their wives last week-end to go to Woy Woy on a fishing expedition. They both made several promises of bringing back a parcel of fish to fellow Paramounteers but as expected the, returned empty-handed.

It has been the practice of Fred Gawler to get a lift as far as Bondi Junction every night by Bill Clark. Fred then caught the tram to Bondi. Yesterday he moved to Bellevue Hill in order, we understand, to save tram fares.

### "The Cheat" Under Way .

PRODUCTION is now well under way on Tallulah Bankhead's new Paramount picture, "The Cheat". Filming is being done at the company's New York studios under the direction of George Abbott. Irving Pichel heads a notable cast including Harvey Stephens, Jay Fassett, Ann Andrews and William Ingersol. Paramount produced "The Cheat" twelve years ago, with Fanny Ward and Sessue Hayakawa starred.

### "Beloved Bachelor" Cast.

PAUL LUKAS has a notable supporting cast in his new Paramount picture, "The Beloved Bachelor", it is indicated by the players so far assigned parts. They are Dorothy Jordan, Vivienne Osborne, Charlie Ruggles, Marjorie Gateson, John Breeden, Leni Stengel and Guy Oliver. The story is from a play by Edward People, and Lloyd Corrigan is handling the direction.

### "Dr. Jekyll's" Fluid.

SCIENTISTS have prepared for Paramount's "Dr. Jekyll and Mr. Hyde", a secret potion which will bubble, foam, smoke, turn to red, to green, to black and transparent again, and which will not be distasteful. Fredric March, in the dual title role, drinks it for the transformation scenes of Jekyll and Hyde. Production is underway in Hollywood, with Miriam Hopkins and Rose Hobart in the leads,

# GOSSIP



Phillips Holmes, who will be seen in many big parts next year using one of the special studio 'phones carrying a message about Paramount's 20th Birthday Jubilee.

### Bancroft's Next.

GEORGE BANCROFT soon will start his next starring picture for Paramount, following the recent completion of "Rich Man's Folly". This will be "Through the Window", from an original story by Martin Flavin and Joe Sherman. Louis Gasnier and Max Marcin will co-direct, and Juliette Compton will head the support. This picture was previously announced for William Boyd and Lilyan Tashman.

### Authenticity in 'Touchdown'.

TEN former university football stars have been signed by Paramount as the first group of players to appear in "Touchdown", a modern football picture. They, with a number of less prominent athletes, will make up the opposing teams in the match sequences. Richard Arlen, as a university football coach, heads the all-star cast including Charles Starrett, Peggy Shannon and Regis Toomey.

### "Ladies of the Big House".

SYLVIA SIDNEY is shortly to start work on "Ladies of the Big House", from the play by Edward Booth, life-termer at Folsom Prison. Louis Gasnier and Max Marcin, who recently directed "The Lawyer's Secret", will co-direct the new film for Paramount. A supporting cast of prominent feminine Hollywood contract players will be selected in the near future.

### Barrymore Joins Lubitsch.

PARAMOUNT studio executives announce that Lionel Barrymore has been signed to play an important featured role in "The Man I Killed", a drama of the aftermath of the World War which Ernst Lubitsch is currently directing with Phillips Holmes and Nancy Carroll in the leads. Barrymore will portray the father of the German youth killed by Holmes in battle.

### "The Heart is Young".

"THE HEART IS YOUNG", a recent magazine story by May Edginton, has been acquired by Paramount as a co-featuring picture for Kay Francis and William Boyd. It is the story of a glamorous woman who has tired of men and a former sweetheart who talks her into an outside-the-law plot only to see her find happiness an unforeseen way. Stuart Walker will direct.

# AD-SAUARIG

WELL, in spite of all we said last issue, it still looks as though Henry Quincey and Harry Varcoe have it all their own way.

No challenges; not even a murmer from the other branches. What is worse, not a single sale.

Even Ron Lawn let us down this time. Can't understand it unless he's saving up a surprise for next time. Let's hope we're right in our surmising.

Jack O'Neill is at present catching the elusive fish up at Woy Woy. Probably upon his return he'll have had sufficient practice at snaring reluctant victims to find baiting the slippery exhib, a simple matter.

Varcoe and Quincey, at least, don't find exhibitors as elusive as they once were. Must be a sign of improving times.

Harry has just come to light with the disposal of 58 more Window Boards. If he keeps this sort of thing up, there shortly won't be any windows left in Melbourne in which to display these articles. Don't get despondent over it though, Harry, we'll have a new line out before then.

### How the Boys Are Selling 'Em.

By Len Jones.

Quincey is another who's still keeping his end up. Last week's effort resulted in the sale of one Daybill Stand and eight Window Boards, Not a bad job, eh?

Joe Goodey of Wellington, was heard from again last week. This time it's the sale of 18 colored 8 x10 Medallions. Joe's a long way behind the leaders, but at least he puts in an oar occasionally. And that's more than some of the boys can say. Keep going, Joe, your's is a good start.

Even the Far East puts one over the local lads periodically. Just received an urgent order from Singapore for 1000 Maurice Chevalier Buttons. This is the first of these items to be sold. Come on, the rest of you, let's go on this line.

Percentage figures hit what is probably a new low last week, but don't let it effect your moral. This slump is only temporary. Just keep plugging away, talking optimism, urging sales. In other words, always in always LET'S GO! It won't be long now before you'll be getting Ad. Sales orders on "The Smiling Lieutenant". This one ought to be a gold mine, so don't let any possibility slip past you.

Just as a tip, Parlophone, the music publishers and the makers of Mastertouch rolls have entered into a national tie-up with Paramount on this picture. This indicates music shop window displays in every town.

Therefore, when your customer comes in, sell him on the idea that he'll need an extra set of photos, a few additional posters or cutouts and some stills with which to dress the merchant's window. Point out that if the dealer is willing to donate his window, it's the exhib's job to supply him with suitable material for a bang-up display.

If your country customers are not in the habit of coming into the office, send them a circular letter, pointing out the above facts.

In any case, don't overlook the opportunity offered by "The Smiling Lieutenant" to boost the standing order. LET'S GO!

### An Ad. Sales Order with Every Contract!

Vol. 5.—No. 21.

SYDNEY, AUSTRALIA.

November 4th, 1931.

### Paramount Pictures for Hoyts

BIG DEAL SIGNED TO-DAY FOR THIS AND NEXT YEAR'S PRODUCT.

PARAMOUNT product will be released in Hoyts' city and suburban theatres commencing November 14, according to a huge business deal made to-day by Mr. Hicks with Charles E. Munro, Managing Director of Hoyts' Theatres Ltd.

In Queensland, Paramount's 20th Birthday Jubilee pictures will continue to be screened throughout the Birch, Carroll and Coyle Circuit of theatres, commencing with the first release of Paramount in the Brisbane Wintergarden Theatre, Mr. Hicks announces.

Hoyts' Regent Theatres in Sydney, Melbourne, Adelaide and Perth, as well as the Capitol Theatre in the latter city, will henceforth be Paramount's first city release theatres, according to the contract.

All of Hoyts' 110 theatres, except the Regent in Brisbane, will play Paramount's current and next year's releases.

First Paramount pictures to be released under the new contract will be "HONEYMOON LANE" and "THE MAGNIFICENT LIE" in the Regent Theatre, Sydney, on November 14, to be followed by "THE SECRET CALL", "WOMEN LOVE CNCE", "MURDER BY THE CLOCK", "THESE CHARMING PEOPLE", "CAUGHT" and "HUCKLEBERRY FINN".

In Melbourne, Hoyts' Regent Theatre will feature its first Paramount release on November 21, screening "WOMEN LOVE ONCE", to be followed by others.

In Newcastle, "DISHONOR-ED" and "CAUGHT" will have their first release in Hoyts' Civic Theatre on November 14, followed by "THE MAGNIFICENT LIE" and others.

Commenting on the deal made with Hoyts, Mr. Hicks said:

"The release of our product throughout the Hoyts' circuit means that Paramount will have the grandest representation to the public of Australia ever accorded us. Under the new changes in this industry, I am confident that through Hoyts' superb theatres and well organised man-power, Paramount will have the greatest backing of exploitation and presentation ever accorded our product."

"Paramount extended season attractions will continue to hold the screens at our own Capitol Theatre in Melbourne, and the Prince Edward Theatre in Sydney, Mr. Hicks stated.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

 Reg. Kelly
 Editor

 Vol. 5. November 4th, 1931. No. 21.



AS AT OCTOBER 31st, 1931.

#### DISTRICTS.

3 C. E. Henderson . . . . . . 72.55

2 F. Gawler ......

Percentage

84.96

75.03

Position.

1 J. Groves .

4 S. H. Craig	62.20
BRANCHES.	
1 A. Olsen Batavia	94.17
2 P. Verdayne Singapore	92.34
3 C. J. Shepherd Brisbane	83.31
4 P. C. Board Adelaide	76.04
5 G. M. Nacked Perth	74.36
6 H. A. Kelly, Melbourne	72.41
7 G. Brookes Sydney	71.48
8 S. H, Crain Wellington	62.20
9 S. G. Robinson, Sourabaya	<b>59.89</b>

#### AD. SALES.

1 Batavia	79.68
2 W. Bignell Adelaide	77.54
3 — Singapore	74.01
4 H. Qu'ncy Brisbane	73.97
5 H. A. Varcoe, Melbourne	70.57
6 H. Whitelaw, Launceston	67.11
7 J. O'Neill Sydney	61.40
8 R. Lawn Perth	59.82
9 — Sourabaya	56.23
10 J. Goodey Wellington	53.54



## "An American Tragedy"

YOU will notice that this issue of "Punch" is a special one, devoted to that outstanding Paramount Picture, "An American Tragedy". In this issue, you will find opinions on the picture from Messrs. Clark and Hurworth, and from some of the girls in Head Office, who witnessed the picture at a special screening. In this issue also, you will find a special insert of four of the series of twelve advertisements we will use in nationally publicising this picture.

All this is being done to impress upon your boys and girls of Paramount the fact that in "An American Tragedy", we have a picture in which we can feel proud... a picture that will make box office history... a picture that will place the industry on a higher plane.

I have seen this picture no less than eight times, and I could see it again another 80 times. I was never more sold on the possibilities of a film than I am on this one. It will get big money, and I think that it will be almost another "Ten Commandments". But, it's got to be sold right... and we are going to see to that. Let's Go!

Growsheh. R

### OUR SYMPATHY.

"PUNCH", on behalf of all members of the Blue Ribbon Bunch, extends to Mr. "Bill" Clark, their deepest sympathy in his recent sad bereavement. Mr. Clark suffered the loss of his mother on Saturday, October 24th, at Newark, New Jersey.

### From the East.

TO-MORROW, November 5, Stan Robinson, manager of our Sourabaya branch will arrive in Sydney by the "Nieuw Zeeland" on his first trip home since he was assigned to the Far East nearly two years ago.

### Bob White Marries.

TITHEN the little organ at St. Stephen's Church, Chatswood, strikes up "The Wedding March" shortly after 7-30 to-night, Geraldine MacKenzie, a former Paramounteer, will have become Mrs. Robert Spaulding White. Of course she will never get that full title, only perhaps on income tax assessments; everyone will call her Mrs. Bob White . . And now you know the happy bridegroom . . Yes, you guessed it the first time . . none other than Bob White of the Publicity Department . . And we might add that we are happy too that he has finally made the plunge .. because for the past three weeks he has just been walking round in a daze .. We could not bring ourselves to say anything . . we, too, have been through the same thing" ...

Rambler.

### PHILLIPS HOLMES . . .



... as Clyde Griffiths, weak but likeable youth . . . plunging along dangerous paths . . . scorning advice and caution. The central character in "An American Tragedy" . . . a character so true to everyday life.

### Bert Howell Signed.

contract of tremendous theatrical importance was made last week when Mr. Bert Howell, formerly conductor of the State Theatre orchestra signed on the dotted line as conductor of Paramount's Capitol Theatre, Melbourne. Mr. Howell's agreement is for a minimum period of six months and commences on Saturday Nov. 14th,

This news should be welcomed by Melbourne music-lovers, as Mr. Howell has the reputation of being in the front rank of the world's leading conductors.

### "The Smiling Lieutenant"

### Opens Big in Brisbane.

CLEVE SHEPHERD, Bristen Branch Manager, wires the happy news that "The Smiling Lieutenant" was accorded a brilliant opening at the Wintergarden Theatre, on Saturday last. A check-up reveals that the Chevalier film took more cash on the first day than any other attraction for the past eight months. Ample proof that Maurice can still drag 'em in. And how!



### DO IT NOW!

## PARAMOI

### FRANCES DEE . .



c. as the rich, beautiful Sondra Finchley ... Socially prominent and within the reach of Clyde Griffith. Little Roberta Alden, his first love, however stood between Clyde and his dream, .. and then came tragedy

From Mr. Clark . . . .

Stark, honest, tragic and carrying an enescapable sense of human understanding—that's 'An American Tragedy'. It exemplites what can be accomplished by the welding together of two such compelling forces as the dynamic and penetrating writing of Dreiser and the masterful and understanding direction of von Sternberg. In the simplicity of the story lies its tremendous power. To ingle out any member of the cast is an injustice to all. Here is a powerful human document in cinema form. 'An American Tragedy', while decidedly adult entertainment, should be shown in every theatre in the country, for in truly great pictures such as this lies the destiny of the industry''.

## What We Thought

"AN AMERI

HEREWITH are just a few of the opinions of the girls from Head Office after seeing "An American Tragedy". More will be published next issue of "Punch".

"It is the finest moral story ever

screened'? . .

F. Thurston.

"An American Tragedy' is a gripping, heart rending story of real life, crammed with warnings to both sexes".

Elsie M. Hughes.

"The acting of the whole cast was so excellent that I felt I lived with them throughout the picture".

P. Adler.
"It was a picture which holds
one's interest to the end and one
that I could enjoy seeing again".

Gwen Young.

"An American Tragedy' is an extremely impressive and well produced production, and gives ample food for thought' afterwards.

Vere Irving.

"In my opinion 'An American Tragedy' is one of the most true to life stories ever portrayed".

Elsie Harmer.

"'An American Tragedy' is essentially a woman's picture, reflecting on the screen our thoughts and emotions understood but not easily described".

Muriel A. Oldroyd.

"I feel sure that every mother and father will want their children to see this picture, because of the moral lesson it teaches. It's a beauDESPITE the strong protests and controversy in England and America over sensational incidents in "An American Tragedy", based on the novel by Theodore Dreiser.

Paramount



proudly affords the Public of Australia the opportunity of seeing soon that powerful drama of a youth's reckless plunge into life . . . and of three women who loved him!

Whether the production is a justification or an indictment of the present social order, which throws weak, young Clyde Griffiths and lonely, love-hungry Roberta Alden together, it is destined to become the most controversial picture in years.

It might have been any one of us fated to fall into the same gay, tempting but tragic circumstances that ensuare the youthful lovers of

# "AN AMERICAN TRAGEDY"



A Paramount Picture.

with

PHILLIPS HOLMES,

SYLVIA SIDNEY

Frances Dee and Irving Pichel.

Directed by JOSEF von STERNBERG

----oOo-----



Coming soon to startle you at



# WEAK, LIKEABLE Clyde.





Clyde Griffiths, impetuously plunging along dangerous paths, scorning advice and caution, is the much discussed character around whom rages a controversy which has reached Australia. To this boy, the arms of Roberta Alden had been like heaven... now they were like strong white chains. He had met another.

PHILLIPS HOLMES
as Clyde Griffiths in Paramount's mighty drama,

## "AN AMERICAN TRAGEDY"

A Garamount Gicture

with

PHILLIPS HOLMES, SYLVIA SIDNEY, FRANCES DEE and IRVING PICHEL.

Based on the novel by THEODORE DREISER.

Directed by JOSEF von STERNBERG





# Advertising " An Am

N order Paramounduction, 'Ansis sold right Hicks annous campaign witure in ever campaign wigest that han ationally Australia.

Reproduced of Paramour of the series ments on the eight ads. wit ger spaces, paign, with outs, forceful of type-face ate a furore in tralian nevia In the prep paign the em Sales Prom Art. Publicit Department under the per Mr. Hicks.



### paign For Tragedy "

ertain the anding proan Tragedy,' public, Mr. at a special ede the pic-I city. This e of the bigeen handled amount in

pecial insert h'' are four ve advertise-. The other to much bigentire camractive laynd selection o doubt crenals of Ausadvertising. of this camrces of the Advertising, Exploitation 2 combined spervision of







### ALL WAYS and ALWAYS!



### TRAGEDY"

he Head Office Girls

tiful story, wonderfully acted, in a marvellous picture".

Catherine O'Reilly.

"This picture will undoubtedly prove a great success, for the story is so telling in its simplicity, that it should appeal to all classes and types".

W. J. Carrick.

"A story of life and love in their bitterest forms; a story of a man's selfishness and cowardice; a story of a mother's love, and a sweetheart's faith".

Nola A. Empson.

"It is a story of modern youth with a moral that will make everybody glad they have seen it".

E. Murray.

"The facts themselves are present in everyday life, but the picture brings them before the public with a story that is emotional and appealing, and grips from the beginning to end".

Nellie Moloney.

"Passing over the excellencies of casting, acting, directing, etc. and neglecting altogether the jargon of the film reviewer, the appeal of 'An American Tragedy' is revealed in the dedication—'To those who try to help youth'. The picture explodes, absolutely, the absurd idea that youth is easy, always happy and free from care, and it will surely inspire our elders to help and guide young people, and to try to understand them even in their sins".

Lillian Bell.

### SYLVIA SIDNEY . .



Alden . . . The little factory girl in "An American Tragedy" . . . who gave her love to Clyde Griffith . . . a love that was given with fall the strength of her soul.

From Mr. Hurworth . . .

"A tense and moving drama—a drama that is relentlessly real, tremendously effective, and at times almost heartbreaking. The picture gathers a power that near the end is almost overwhelming. It is a fine thing that Paramount has done. The production is faultless, beautifully photographed, and splendidly acted. It is sincere and honest—one of the best pictures we have made . . . Clyde is portrayed superbly and with a fine restraint by Phillips Holmes, Sylvia Sidney played Roberta with sympathy and feeling; Irving Pichel was excellent as the District Attorney—all the players were good.

"I am confident that 'An American Tragedy' will establish new

records at every theatre in which it is shown".

## Head Office Happenings.

THE boys and girls of Head
Office wish to express their sympathy to Mr. Clark in the recent loss of his mother.

Miss Donkin of the Far Eastern Department is at present holidaying on the Manning River. Miss Davey is another on vacation but her whereabouts are a secret.

Beach pyjamas are becoming very popu'ar among the girls. There is a steady demand for fashion stills from the Publicity department. Maybe we might arrange a parade one of these fine days.

From all the talk we hear, some of the girls must be contemplating an early plunge into matrimony as cooking seems to be the lattest hobby of many.

Sorry, but our Head Office reporter cannot locate the blonde who had the red eyes following the special "An American Tragedy" screening.

#### Melb. Murmurs.

MISS WALKER, on vacation, is spending plenty of time on the tennis courts, getting into form for the competitions in which she usually does so well.

Ewerybody's getting babies these days, and Harry Varcoe, not to be outdone, obtained one for himself. A "Baby" Austin in which he is "running down" the exhibitors in the suburbs.

A very respectable man in this Branch is much embarrassed that his car should stall near midnight with two young ladies as passengers. We understand that in future, only one at a time will be given a lift.

BRANCHES

NEW ZEALAND "SKIPPY".



The New Zealand "Skippy" pays his respects to young "Skippy" Doepel, whose dad was responsible for one of the best national campaigns ever put over on a picture in New Zealand.

Otto's campaign can be described as nothing short of sensational; in all he obtained 2,429 inches of free space in the press. Great work, Otto.

#### N.Z. Notes.

THE Ping-Pong Club recently held a Sealed Handicap Competition. Ethel Mallett won the first prize of 1 Ping-Pong Set.

We spent a very happy evening recently when the Crown Studios challenged us to a ping-pong match. The games were played in the main studio and our hosts made the evening most sociable by arranging for dancing in the reception room. Crown Studios won the match by 13 games to 8.

Sydney Sayings.

MELBA BECK-INSALE of ation Department is

the Fi'm Examination Department is at present on holidays. Melba is spending her holidays quietly at home.

Clive Dieppe of the Ad. Sales Department has gone to Dubbo for his vacation,

### Capitol Chatter.

THE Capitol Theatre mourns the departure of that bright soul. Gladdie Bassett, who has left to start in business with her sister at "Gardenvale". Sounds like cabbage or roses, but isn't. The couple will specialise in knitting. Miss Bassett was our able monitor, and her position is now filled by Mavis Ashley.

Determined to be fashionable in the influenzy whirl, Linda Stewart has been having a bout with the germ, but is now back at her post quite a few pounds lighter in avoirdupois.

Another unfortunate is "Fuss" Windred, but she didn't live up to her per name just went quietly into hospital for a three weeks' treatment for a sceptic throat. Says she is glad she isn't a giraffe. Molly Nutt is taking her place to jingle the coins in the cashier's department.

By the way, our new telephonist is Miss Casey, not Miss Kelly as was printed in the last issue of "Punch". (Sorry—Ed.)

### "Husband's Holiday".

ROBERT MILTON, noted director of stage and screen has just been signed by Paramount to direct "Husband's Holiday", from a story by Ernest Pascal. Production is scheduled to commence almost immediately with an eminent cast headed by Clive Brook, Vivienne Osborne, Dorothy Tree, Charles Winninger, Juliette Compton and Elizabeth Patterson.

### Sylvia's Support.

GENE RAYMOND, promising young juvenile recently acquired by Paramount, has just received his second assignment, that of male lead in 'Ladies of the Big House', in which Sylvia Sidney will star. Raymond's first screen role was in support of Nancy Carrole in "Personal Maid", recently completed. The new film represents the woman's side of life in a penitentiary.

### "Dr. Jekyll".

ROUBEN MAMOULIAN, director of "Dr. Jekyll and Mr. Hyde", has finished the first three weeks of shooting on that picture and is starting on the final fortnight. He reports that progress so far has been more than satisfactory, due largely to the fine work of Fredric March, who plays the dual title role. Miriam Hopkins and Rose Hobart have the feminine leads.

# Gossip

"GIRLS ABOUT TOWN".



Just a couple of girls about town with the boy friend—Lilyan Tashman, Joel McCrae and Kay Francis in a scene from Paramount's "Girls About Town". The "sugar-daddies" in the cast are George Barbier and Eugene Pallette,

### "Mrs. Wiggs" Purchased.

"RS. WIGGS OF THE CABBAGE PATCH", sentimental adult-juvenile classic, has been purchased by Paramount for picture production. Chief juvenile roles have been assigned to Junior Durkin, who created the film role of Huckleberry Finn, and Charlotte V. Henry, stage child player who made her film debut in "Huckleberry Finn". Norman Taurog, creator of "Skippy", will direct.

### Chevalier Starts.

"ONE HOUR WITH YOU", from the Continental play, "Only a Dream" by Lothar Goldschmidt, will be Maurice Chevalier's next Paramount production. Filming is scheduled to start immediately on his return to the United States this month from a vacation in Southern France. The story, to be filmed in Hollywood, will provide Chevalier with a tuneful, romantic role, that of a love doctor in Paris.

### "Working Girls".

CHARLES "BUDDY" RO-GERS and Peggy Shannon, sweethearts in Paramount's "The Road to Reno", will be reunited as a romantic team in "Working Girls", a story of metropolitan shop workers. Stuart Erwin will be featured in the comedy lead and Dorothy Hall will head the support.. Direction will be in the hands of Dorothy Arzner, Hollywood's only woman megaphonist.

### Claudette's Next.

CLAUDETTE COLBERT'S next picture for Paramount, to follow "Blind Cargo", will be "Uncertain Women", based on the stage success, "Top o' the Hill' by Charles Kenyon. William Boyd will play another major role. Bartlett Cormack is completing the script.

The picture will be made in Hollywood and is based upon the life of a movie actress.

### "Man I Killed" Cast.

LUCIEN LITTLEFIELD and Frank Sheriden, veteran character actors, have been added to the featured cast of "The Man I Killed". Littlefield has the role of a small town German, and Sheriden will play a French priest in this drama of the aftermath of the war. Lionel Barrymore, Phillips Holmes and Nancy Carroll are starred, under the direction of Ernst Lubitsch.

### AD. SELLING-

"AN AMERICAN TRAGEDY".

(By Len Jones).

"ANAMERICAN TRAGEDY" is a marvellous production. Perhaps the most powerful, most stupendous drama Paramount has ever offered. Let's get that firmly in mind before continuing.

To do full justice to this great piece of entertainment, every Ad. Salesman must recognise in its release an event of theatrical importance. He must first of all convince himself of its potentialities. Then he must strive to impart some of his own enthusiasm to his customers literally radiate it. If he can succeed in this regard, the ad sales material will sell itself.

Writing to Mr. Kennebeck in regards the Ad. Sales on "An American Tragedy", Jack O'Neill states:-

"I have no hesitation in pledging right now that we will sell more Ad. Sales on this picture than any other picture we have ever released"

# An American Tragedy



Few of the boys will have seen "An American Tragedy" prior to its capital city release. However, that need not lessen honest belief that it is one of the finest films produced. Mr. Hicks. Mr. Clark. Mr. Hurworth and all the rest of us at H.O. who have seen "An American Tragedy" acclaim it. In this instance the Ad. Salesman can stake his life on our united opinion.

"An American Tragedy" is a picture which demands a comprehensive advance campaign. It is the exhibitor's job to build for an opening. His first-night patrons will sell the attraction thereafter. By the same token, it is the Ad. Salesman's duty to impress the exhibitor with the importance of this

The first move, of course, is to infuse the showman with enthusiasm on "An American Tragedy". him see the potentialities of this film as a money-maker for HIM. Impress upon him the sweeping power of the story, the beauty of its romance, the unforgettable acting.

Then, tell him that if he would reap the promised harvest he must put something more than the ordinary behind his advance campaign. He must find additional hoardings, buy more posters, use couriers, take a three-column stereo in place of a two, AND, above all, hire a TRAILER. He must pack his house to the doors at the OPEN-ING performance.

"I can promise you that we will make every effort to establish a record on sales for "An American Tragedy". (Signed) Harry Varcoe.

All this sounds like asking the Ad. Salesman to tell the exhibitor how to run his business. Well, that's exactly what is intended. But it's a simple job at that. If the Ad. Salesman can make the showman as enthusiastic about "An American Tragedy" as he himself is, there is little else to be done. The exhibitor will spend the cash if he can visualise big returns.

Get the idea? LET'S GO.!



Vol. 5.—No. 22.

SYDNEY. AUSTRALIA.

November 18th, 1931.

# PARAMOUNT PICTURES SOLD TO BEAUMONT SMITH'S N.Z. CIRCUIT

Eighteen De Luxe Houses to Screen Entire 20th Birthday Jubilee Programme.

Stan Craig Puts Over Big Deal.

PARAMOUNT, following its 100 per cent. sale of the 20th Birthday Jubilee Group of 1932 to Hoyts in Australia, has now completed a big deal with Beaumont Smith in New Zealand, covering the entire Williamson circuit of de luxe houses. Mr. John W. Hicks, Jnr., Managing Director of Paramount in Australia, received word by cable last week from Mr. Stan Craig, General Manager of Paramount in the Dominion, to the effect that the contract had been signed for the Company's entire product for the coming year.



Beaumont Smith, too, cabled Mr. Hicks, in which he stated: "I feel confident of mutually profitable association, and from past experience I know that I can rely on your utmost co-

Stan Craig. your utmost cooperation and equitable dealing".

The signing of this contract places

Paramount in a position second to none as regards first release houses for their product in Australia and New Zealand. The Beaumont Smith circuit in New Zealand are unquestionably the most up-to-date houses in the Dominion. Most of them in the big cities have all been built in the past five years. In fact, the Civic Theatre Auckland, and the Regent Theatre Dunedin are by far the two best theatres in the country.

The Williamson circuit of which

Mr. Beaumont Smith is the managing director controls the following de-luxe theatres:—

Auckland: The Civic, National and Regent; Wellington: Regent and Opera House; Dunedin: Regent and Octagon; Christchurch: Plaza and Royal; Invercargill: Regent; Kilbirnie: Kinema; Marton: The Civic; Nelson: Regent; Timaru: Regent; Wanganui: Regent and Grand; Hawera: Opera House and Grand,



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East.

Contents Strictly Confidential.

Reg.	Kell	ly			. Editor
Vol.	5.	Nov.	18th,	1931.	No. 22.



AS AT NOVEMBER 14th, 1931.

#### DISTRICTS.

Percentage

Position.

- 11 94	/ 11.10
3 C. E. Henderson	71.31
4 S. H. Craig	61.68
BRANCHES.	
1 A. Olsen Batavia	96.70
2 P. Verdayne Singapore	94.48
3 C. J. Shepherd Brisbane	82.85
4 P. Board Adelaide	74.25
5 G. Nacked Perth	72,70
6 H, Kelly Melbourne	71.43
7 G. Brookes Sydney	70.45
8 S. H. Craig Wellington	61.68
9 S. Robinson Sourabaya	61.19
. ,	
AD CALES	
AD. SALES.	
1 ——— Batavia	81.09
2 W. Bignell Adelaide	76.10
3 H. Quincy Brisbane	73.17
4 — Singapore	72.29
5 H. N. Varcoe, Melbourne	69.20
6 H. Whitelaw, Launceston	65.26
7 J. O'Neill Sydney	60.40
8 R. Lawn Perth	58.90
9 — Sourabaya	56.72
10 J. Goodey Wellington	52.63



### SHOWMANSHIP

THE heart of the picture business has always been, and always will be—showmanship. Without showmanship, the picture business becomes a cut-and-dried process of manufacturing and distribution. Showmanship to this industry, becomes the essence of business.

The motion picture industry has been built up to its present standard, on nothing else but showmanship. In these last two or three years, however, we have found that the majority of those connected with the industry are not giving as much thought as they should to the vital subject of showmanship.

The industry did suffer during the past season from the lack of a sufficient number of good pictures. But the lack of appropriate showmanship efforts on good pictures results in practically the same conditions as those brought about through the lack of good pictures. And that exactly is what is happening in the case of most of the good pictures that are now available. The old showmanship efforts to enthuse and inspire the public when a good picture comes along, are conspicuously absent. If we want to place our business back to the high level it was six or seven years ago, there is only one way to do it. We must see that each and every picture of the 20th Birthday Jubilee Group is backed by the proper showmanship efforts. Let's Go!

Growthek. R.

### A Confidential Statement from Mr. Adolph Zukor to All Employees of Paramount Film Service Limited.

AM desirous of taking this opportunity for a frank discussion of our company's affairs, so that all of its people the world over, may have before them my view-point, and my feeling about the company at this time and its future.

It is not unnatural that in times such as these, when the economic structure of the whole world and its industries are in a more or less chaotic state, that people removed from the executive offices of the company, should wonder about their company.

Individuals in high and low places have had their finances impaired. Investments in enterprises have depreciated. This is a natural consequence of the world-wide economic depression. However, we in Paramount have faced periods of depression before. A similar situation prevailed in 1921—the only difference between this condition, and that one is this one's greater scope. In 1921, every one put his shoulder to the wheel, and out of it emerged a greater Paramount. I have greater faith and hope in the future of Paramount than ever before. Our institution is represented throughout the four corners of the world by the best men—men of proven courage and ability, and it is with this knowledge that I face the future with calm and assurance.

Our studios are giving us better product this year than last. Our theatres are operating well, carefully and economically. Our distributing department sold the product well everywhere. Our foreign business, in spite of conditions, is splendid. Our financial structure is sound. Our credits are unimpaired.

Seldom is it necessary for me to call upon the manpower of this organisation for anything, because, at all times, the organisation does its job. However, because of this world-wide condition I am availing myself of this opportunity, first, to assure every man and woman in Paramount of my unflinching belief and faith in our company, and to assure you that with your co-operation, we will emerge a greater and more prosperous Paramount.

adolphyntor

Some More Opinions on...

### "AN AMERICAN TRAGEDY"

-By the Head Office Girls.

"This attraction is another example of Paramount's supremacy in the motion picture industry".

Mollie Ikin.

"I personally think that if the story was preached from a pulpit it could not convey more to the mind than the Paramount product, 'An American Tragedy'".

#### Cleo Andrews.

"As far as the cast is concerned, I do not think this could possibly be bettered as each player actually lives his or her part. I think Irving Pichel gives the best performance and his intonation is perfect".

Grace Rankin.

"A great treat in store for the public".

Fay Scott.

"To my mind it is a strong picture of the type which is required today for the betterment of youth and should do great business at the boxoffice.

"Paramount is to be complimented on the way they have adapted and produced one of the greatest books of all time".

E. McDougall.

"Right up to the climax it holds you, making you conscious of some impending tragedy, which, when it does come, leaves you stunned".

R. Edward.

"'An American Tragedy' is the most realistic and forceful picture I have ever seen".

P. Hendrie.

"Every character, in my opinion, was splendidly cast—Phillips Holmes, because of his extreme weakness makes one hate him and yet like him withal for his splendid work—Sylvia Sidney with her wistful charm, quickly attracts attention, sympathy and love—Irving Pichel, whose voice I think is a gem, really made the part of the prosecutor, a human reality.

"Then the climax where mother love transcends everything, even to putting the blame on herself, gives the ending to what I would term—an exceptionally fine picture".

Helen Adler.

"Summing up a truly sincere and splendid motion picture, one can only say it is a faithful representation, and—to some—a revelation of the youth not only of America, but of the world, and a picture with an appeal in it to every type of human being".

Poppy Mort.

"'An American Tragedy', in the writer's opinion, is the best picture that I have seen projected on a screen".

Bernice Currie.

"It is particularly well acted, and carries an excellent moral".

Linda Page.

Thumbnail Scratches.



BELIEVE it or not, but Bob White was once a stoker in the U.S. Naval Reserve.

Bob was so good that he burned out the boilers of four ships. Uncle Sam reckoned that it would be cheaper to put Bob on the retired

list. Then to Honolulu.

In these romantic isles, Bob became a master at taking the rough ends off pineapples. After a couple of years at this, he came to Australia, and joined Paramount... Then commenced the career of a brilliant young publicity man. Bob is at present on his honeymoon... he is due back today... and we bet he wishes he was back in Honolulu, where he stood over those black boys in the pineapple fields, with a whip in his hand... and was master. Heigh Ho!... don't we all.

## T PUNCH

### ALL WAYS and ALWAYS!



Melbourne

Murmurs.

Branches

Sydney Sayings.

Bert Kelly is making another trip to Tasmania to install George Hayes in that Branch. Bert is going to show George the "A.B.C." of the business.

Who is the girl of this Office popularly dubbed "Flaming Youth"?

A welcome is extended to Jack De Zoete who joins Paramount via the Booking Department.

Claude Henderson is keen on swimming this Summer. He is the owner of a baths season ticket. We expect the challenging of Val Board in a "Dreadnoughts" race next Convention.

Paramount Club Dance.

AST Saturday the Paramount Club held its White Dance in the ballroom at Nock and Kirby's. The wintergarden, overlooking the harbour with the myriad of lights twinkling in the night, was decorated with lanterns and the club colors.

From a social standpoint the dance was one of the most successful that has been held, and quite a number of club members, new to dancing functions of the club, put in an appearance.

Among those present were:—Mr. and Mrs. Hurney, Mr. and Mrs. Flynn, Rankin, Bremner, M. Adler, P. Adler and H. Adler. Messrs Bowden, Donaghey, Edwards, Taylor, Lovett, Burke, Pike and Lyons.

Still No News from-

BRISBANE

PERTH

**ADELAIDE** 

LAUNCESTON

NEW ZEALAND

and

CAPITOL THEATRE.

---WHY?

Head Office Happenings.

A T last the long looked for holidays have arrived. If the weather is fine Margaret McLean should have a wonderful time.

Miss Davey returned from holidays this week looking as if the rest away from the office has done her good.

'Tis strange that home cooking does not agree with some of the Head Office cooks. The majority have not been in the best of health since taking up the art.

The dance last Saturday night was a great success. No scandal, that's the worst of these Paramount dances.

Cleo Andrews of

the New South Wales Accounts Dept. may be found any day this week and next sunning on the sands of Bondi. Yes, you're right, Cleo is on her annual vacation.

Mick Burke of the Ad Sales Dept. is spending his annual vacation in Melbourne paying a visit to the folks.

Quite a sum of money changed hands on Monday, among certain members of the Branch as a result of Don Bradman's low score against the South Africans on Saturday.

Pearl Hendrie of the Head Office Ad. Sales Dept. is spending her vacation on the South Coast.

Anyone desiring a good rubdown, we have a first class Masseuse on the top floor. All applications must be made by registered letter. (Here's mine right now.—Ed.).

Quite a flock of the boys and girls from Head Office returned to their desks on Monday last from their annual vacations. The lucky ones were: Miss Rita Davies, Reg Felton, Jack Laycock, Clive Dieppe, and Drew Nelson.

## "Best in Forty Weeks"-M. Lawton

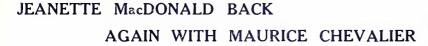
## "THE SMILING LIEUTENANT" CLICKS AT PRINCE EDWARD.

OPENING WEEK A SENSATION.

"THE opening week of Maurice Chevalier's latest triumph, 'The Smiling Lieutenant', was the best week recorded at the Prince Edward box-office for over forty weeks, states Manager Mel Lawton.

"The picture is nothing short of a sensation", he adds, with standing room being readily sold for all sessions. Already people are coming back to see it two and three times, and when they do that, you can expect a bumper season. I honestly think the picture will run for at least eight weeks".

Press and public alike, are raving about "The Smiling Lieutenant", and the picture is receiving more word-of-mouth publicity than any other picture has received in years.



JEANETTE MacDONALD, Maurice Chevalier's queen in "The Love Parade", has been signed by Paramount to appear opposite the Frenchman in "One Hour With You", and another picture yet to be announced.

This announcement will no doubt be welcomed by picture-goers who will always remember the fine performances of this blonde star in "The Vagabond King", "The Love Parade" and "Monte Carlo". Miss MacDonald has been doing concert work abroad for the past several weeks and will report for duty at Paramount early next month.

Chevalier has just returned to New York after a ten weeks' vacation at his home in the south of France. He is quite enthusiastic about his new picture, which will give him the role of a gay love doctor of Paris.

Oscar Straus, the noted composer who wrote the musical numbers and score for "The Smiling Lieutenant", will compose the music for "One Hour With You".



Mr. Bert Howell, Paramount's new conductor at the Capitol Theatre, Melbourne. Mr. Howell was formerly in charge of the orchestra at the State Theatre, Sydney.

### George Hays for Tassie.

GEORGE HAYS of the Melbourne booking department has been promoted to the position of Tasmanian representative stationed at our Launceston office. In company with Berk Kelly, Melbourne Manager, he left last week to take up his new assignment.

### Reg. Kelly to Brisbane.

PUBLICITY Manager, Reg. Kelly, leaves Sydney tonight for Brisbane where he will handle a special campaign on Paramount's thriller "Murder by the Clock", which will be released at the Brisbane Wintergarden on Nov. 28th. During his absence, Bob White will handle the reigns of the Head Office Publicity Dept.

### New Dramatic Tale.

MARKING Ernst Lubitsch's first bid for dramatic honors in the talking picture field, "The Man I Killed" has been launched on an ambitious scale at the Paramount Hollywood studios, with nearly 500 actors appearing in the opening scene.

Two weeks' intensive rehearsals preceded start of actual camera work on the Lubitsch production, an after-the-war French-German romance in which Lionel Barrymore, Nancy Carroll and Phillips Holmes are featured.

Lubitsch's direction of the introductory action in "The Man I Killed" was reminiscent of his handling of crowds in the spectacular silent pictures such as "Passion" which first brought him international renown.

### "Queen of the Movies".

RUTH CHATTERTON has been adjudged "Queen of the Movies" by the vote of 28 Hollywood picture stars asked to select their favorite players. Maurice Chevalier was voted "King of the Movies". Greta Garbo was second among the women and George Arliss second among the men.

### Cooper for "Glass Key".

WHEN Gary Cooper returns West after "His Woman", in which he is co-starring with Claudette Colbert, is completed, he will do "The Glass Key" for Paramount. Picture is from the best-selling novel by Dashiell Hammett, author of "The Maltese Falcon".

# Gossip



Charming Sylvia Sidney, as the little factory girl in a scene from Paramount's "An American Tragedy", one of the big hits of the 20th Birlhday Jubilee programme.

### Troupe On Location.

A LTHOUGH the motion picture troupe filming lake scenes in Paramount's "An American Tragedy" is many miles away from the nearest theatre or projection room Director Josef von Sternberg and members of the company each night see and hear on the screen the result of their work.

A portable sound theatre, complete in every detail, has been set up on the shores of Lake Arrowhead, where much of the outdoor action in the screen version of Theodore Dreiser's novel is being recorded. Each day's photographic and sound efforts are rushed to the Paramount studios, developed and prints of the "rushes" hurried back to the mountain camp.

### To Produce "Mrs. Wiggs".

THE present demand in Holly-wood for simple, clean, homely stories is stressed with the purchase by the Paramount studios of Alice Hegan Rice's sentimental classic of fiction, "Mrs. Wiggs of the Cabbage Patch". Written thirty years ago, it still remains a popular seller.

Dramatised shortly after its publication by Alice Crawford Flexner, the play holds the record of never having failed in metropolitan or stock company production.

As a follow-up to the successes of "Tom Sawyer" and "Huckleberry Finn", it will be filmed with Junior Durkin and Charlotte V. Henry, who recently appeared in "Huckleberry Finn".

### Make-up of Bald Heads.

PALD headed men are difficult to photograph, declares George Cukor, director of Paramount's gold-digging comedy, "Girls About Town", because their heads reflect the lights. Consequently they wear make-up on their scalps.

### Rudy Vallee for Paramount.

RUDY VALLEE has been signed by Larry Kent, head of Paramount short subject productions, to appear in two one-reelers to be filmed at the New York studio.

"Musical Justice", written by Sammy Lerner and Sammy Timberg, will be the first of the tworeelers to be made with the noted crooner. Aubrey Scotto will direct, What The...

### Ad. Sales Boys

... Are Doing (By Len Jones).

WELL boys we have added another style of lobby frame to the list available and with this new one we believe that we have now a frame to suit any type of theatre in the country.

This new frame, which holds four 11x 14 photos, is suitable for theatres with a small lobby . . . a lobby that is too small to accommodate a big frame. The frames are made on the same principal as the bigger one, and can be supplied in any colors.

Selling at 25/- each, these frames should find a ready market, particularly to the small exhibitor.

Samples have been sent to Sydney and Melbourne branches. Other branches will have samples forwarded if they requisition Head Office.

Once again Harry Quincey of Brisbane comes to the front with more sales on photo and lobby frames. His latest effort is the sale of one "2 in 1", one daybill, and two one-sheet boards.



Take a look at the above reproduction of the 24 sheeter on Paramount's "The Mad Parade". This is a picture that portrays the women's side of the war. It's a big one, and there should be some big Ad. Sales orders on this picture.

W. Bignell of Adelaide, too, sold a "2 in 1" and a daybill board during the past week.

Writing to Mr. Kennebeck re "An American Tragedy", Ron Lawn, Perth Ad Sales Manager, states:—

"I indeed agree with you that this production must be one of the greatest that our Company has ever produced. I am, therefore, pledging you, that on this picture. I will, without doubt, sell more Ad. Sales than I did on "MAN-SLAUGHTER", which, up to the present time, has returned the highest Ad. Sales revenue of any picture released this year".

Harry Varcoe of Melbourne is getting to be quite an exploiteer. He made such a success of his "Skippy" campaign at Ballarat that he has been assigned to handle a similar campaign at Geelong. Incidently, Harry sold both exhibitors a big parcel of Ad Sales on the picture.

Salesman Wally Smith attached to the Wellington office, is credited with putting over a nice Ad. Sales order. Recently, he sold the exhibitor at Ohakune, a town of barely 500 inhabitants, a 24 sheeter, and 500 couriers, among other items, for every picture contracted for. This is a remarkable order, considering the size of the town ... and the writer knows the particular village ... it happens to be his home town.

By the way, Harry Quincey seems to be the only Ad Sales manager to be able to sell the Star-Head buttons. Last week he put over another big order for 500 Chevalier buttons. The rest of you boys must be asleep on the job as regards this novelty.

Last issue of "Punch" carried illustrations of the 24 sheeters on "An American Tragedy". We know that you will agree with us when we say they are "knock-outs". Well the rest of the material on this picture is of the same high standard. With the special backing this picture is going to get we expect some record-breaking sales on "An American Tragedy" . . . Let's Go.

You Can Always
Sell More Ad Sales!

### An Ad. Sales Order with Every Contract!

Vol. 5.—No. 23

SYDNEY, AUSTRALIA.

December 2nd, 1931.

### BIG CAMPAIGN FOR TALLULAH

# Series of Ads to Popularise Star will Precede "My Sin" Opening in all States.

PLANS are currently under way for the launching of another big star-popularising campaign, reminiscent of that which sent Marlene Dietrich soaring to the heights of fame. On this occasion, the subject will be Tallulah Bankhead, who scores an unqualified triumph with Fredric March in "My Sin".

John E. Kennebeck, Sales Promotion Manager, and Hermann Flynn, Advertising Manager, are now at work on designs for the advertisements. These ads., which will be six in number, will be striking in design, artistic in make-up, and punchful in message.

Mr. Hicks' decision to popularise Miss Bankhead in this manner, came about when a H.O. preview of "My Sin" revealed not only a picture of outstanding merit, but also an actress of rare ability and charm. With the release of "My Sin", Tallulah Bankhead will take



TALLULAH—THE MAGNETIC.

her place with Dietrich, Chevalier, Chatterton, and other of Paramount's big drawing names.

"My Sin" is scheduled to succeed "Monkey Business" as an extended season attraction at the Paramount Capitol. The Bankhead campaign will therefore commence in Melbourne within the next week or two. Every metropolitan daily, as well as worthwhile periodicals, will carry the ads.

The campaign will be duplicated in Sydney just preceding the release of "My Sin" at a local long run house.



Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

 Reg. Kelly
 Editor

 Vol. 5. Dec. 2nd, 1931.
 No. 23



SOME time ago we took a slap ...through this column ... at Bert Kelly when he lost his suitcase whilst tarrying by the wayside gathering mushrooms. . . So. . . in fairness to Bert. . . we must record the fact that the writer lost his outfit whilst on a recent visit to Brisbane ... and of course has been the object of a good many wisecracks . . . Bert, we must get together and form a society for the Protection from Wisecracks of Suitcase Losers . . Suitcases being synonymous with suits reminds us of the fast one pulled in Head office the other day ... Someone remarked that whenever he wore a certain suit he saw red . . . and the fast crack was . . . so does the tailor whenever he thinks of that particular suit . . . Which proves that we have a few smart boys around the office ... And to you boys in the East ... Ask Stan Robinson ... about his send-off in Brisbane ... and the big parade we organised to bid him farewell. ...



# **| PRESSION**

THERE is at present every indication that the world-wide economic depression has reached rock-bottom. Trade is on the up-take, and already in Australia, the nation is loosening its purse strings.

Every day the press is telling the story of increased wool prices, and a general rise in shares on the stock exchange.

Times ARE getting better, and it is up to each and everyone of us to speed them along to prosperity. Let's reconstruct this word DEPRESSION, which has been on so many of our lips during the past two years. Let's take out the first two and the eighth letters, and we have PRESS ON. Let that be our slogan from now on. PRESS ON TOWARDS PROSPERITY.

The New Year is just around the corner, and with it comes the customary new resolutions. Let our's be our undivided attention to the fostering of a better outlook on the future.

Loosen up your purse strings... have confidence in your country, because your nation's future is your future. Come on, each and everyone of us, let's PRESS ON TO PROSPERITY.

Growstek. R

### Robinson Departs.

STAN ROBINSON, Branch Manager, at Soerabaia, returned to his post last week by the "s.s. Nieuw Zeeland", after a fortnight's holiday in New South Wales. During his brief visit, Stan held various reunions with his family and friends, from whom he has been separated for the past eighteen months. He also found time to view a number of new productions shortly to be available for release in his territory.

### For Melb. Capitol.

Mr. Hicks announces the appointment of Reg Pollard, formerly manager of the Capitol Theatre, Sydney to the post of house manager at Paramount's



Reg. Pollard.

Capitol Theatre, Melbourne. The assignment was made in view of the exceptional number of big features listed for extended seasons at that house. Len Peuleve will now devote himself entirely to the work of exploiting the forthcoming Capital offering.

Reg. Pollard, for several years holding down managerial posts for Union Theatres, is generally recognised as one of the best front-of-house men in the industry. The new Paramounteer assumed his duties in Melbourne on Saturday last, November 28th,

### Claude Henderson in H.O.

CLAUDE HENDERSON,
District Manager at Melbourne, spent several days of last
week at H.O. The visit being a
strictly business one, most of his
time was spent in conference with
Mr. Hicks and previewing forthcoming attractions.



AS AT NOVEMBER 28th, 1931.

#### DISTRICTS.

Position. F		entage
1	J. A. Groves	87.69
2	F. Gawler	73.21
3	C. E. Henderson	70.04
4	S. H. Craig	61.08

#### BRANCHES.

1 A. Olsen Batavia	97.57			
2 P. Verdayne Singapore	95.56			
3 C. J. Shepherd Brisbane	81.75			
4 P. Board Adelaide	72.38			
5 G. Nacked Perth	70.99			
6 H. Kelly Melbourne	70.39			
7 G. Brookes Sydney	69.53			
8 S. H. Craig, Wellington	61.08			
9 S. Robinson Sourabaya	60.86			

### AD. SALES.

1	——— Batavia	80.93
2	W. Bignell Adelaide	74.67
3	Singapore	73.56
4	H. Quincy Brisbane	72.24
5	H. Varcoe Melbourne	68.29
6	H. Whitelaw . Launceston	65.36
7	J. O'Neill Sydney	59.54
8	R. Lawn Perth	58.76
9	Sourabaya	55.12
10	I Gooden Wallington	52.03

### Selling the East.

JACK GROVES, General Manager for the Far East, is instituting a new sales attack on exhibitors in his territory in arranging for the printing of the 20th Birthday Jubilee Announcement in Batavia and in the local languages.

Mr. Kennebeck has just received cabled advice from Mr. Groves to forward all blocks in the Australian announcement for that purpose. It is understood that this material will be published in "Filmland", a Javanese journal that offers splendid coverage of all Far Eastern showmen.

### New Directors.

MR. HICKS has just received advice from Mr. Adolph Zukor to the effect that Messrs. John Hertz, Albert D. Lasker and William Wrigley, Jnr., prominent American business men, have become members of the Board of Directors of Paramount Publix Corporation.

Mr. Hertz was the founder of the Yellow Cab Company of Chicago and of the Yellow Truck and Coach Corporation. He is also a director of the First National Bank of Chicago. Mr. Lasker is chairman of Lord, Thoman and Logan, one of the largest advertising agencies in America, and Mr. Wrigley is chairman of the Wrigley Company, manufacturers of the well-known chewing gum.

All are thoroughly familiar with advertising and merchandising, and should be of great assistance to future progress of Paramount.

# "AN AMERICAN TRAGEDY" PREMIERE TO NIGHT

HOUSE ALREADY SOLD OUT AT SYDNEY PRINCE EDWARD.

PUBLIC, PRESS AND TRADE ON EDGE.

WITH the public, press and trade in a foment of anticipation, "An American Tragedy" will make its official bow to Australian audiences to-night, December 2nd, at the Prince Edward Theatre, Sydney.

The theatre management reports that bookings are a complete sellout and hundreds are expected to be turned away. The public at large is simmering under the barrage of striking advertisements and meaty newsstories that has been dominating newspaper pages of late. Critics are gnawing their pencil ends impatiently. The stage is set.

Seldom in the local history of motion pictures has a film more fully captured the imagination of the entire community. There is a glamour about "An American Tragedy", a sort of "volcano-about-to-erupt" quality that has piqued the public curiosity. Brilliant advertising and discerning publicity has created this electrical atmosphere. And the brual humanness, vivid characterisations, dynamic drama and tender heartthrobs of "An American Tragedy" will keep that quality alive in the community for many weeks to come.

The public expects something extraordinary in "An American Tragedy". It will find even more than it bargained for in this ruthless disclosure of youth's natural pitfalls.

### 'WARE FIRE!

YESTERDAY a fire occurred in the Despatch Department of the Brisbane Branch, and a quantity of obsolete film was destroyed. Fortunately, there was no other damage, and the fire was quickly extinguished.

In view of this, Mr. Hicks once again reminds every member of the organisation to always, and at all times, take every precaution against fire. The rubbing of a film container, or a spark from a driven nail may ignite film and cause a fire that will bring serious injury and damage in its trail.

## SENSATIONAL EXPLOITATION FOR "MURDER BY THE CLOCK" IN BRISBANE.

R. HICKS' theory that "Murder by the Clock", would get big money if backed by sensational exploitation was proved in Brisbane this week when that picture opened at the Wintergarden Theatre to be best business in town despite strong counter-attractions.

Reg. Kelly, Publicity Manager made the trip especially to Brispane for the picture and with Manager Ernie Pelling of the Wintergarden Theatre was responsible for a campaign that was nothing short of sensational. The big feature of the exploitation was the tie-up with the Brisbane "Standard" which promoted the stunt of having a man sleep for a night in a coffin in a city funeral parlor. This stunt was the talk of the town and resulted in front page publicity. for six days.

A similar campaign to that worked in Brisbane will be used for the release of the picture in all capital cities.

GREATER THAN EVER BEFORE-

PARAMOUNT'S 20th BIRTHDAY JUB!LEE PROGRAMME.

## and ALWAYS!



Melbourne

Murmurs.

BRANCHES

New Zealand Notes.

FTER read-

MIGHT we suggest to

the young gentleman who is so worried about losing his boyish figure, that he touch his toes about a dozen times before prayers, morning and night?

We were all very sorry to hear that the billows weren't the only things that heaved up over the side of the boat that carried Bert Kelly and George Hayes to Tasmania.

Harry Massina, of the Ad. Sales Department, returned recently after a bad attack of influenza, which, by the way, hasn't dampened his keen desire to answer the phone at lunch time. S'nifter weather he had too!

Bert Kelly has just returned from another trip to Tasmania, and brought back his usual pile of contracts. Bert certainly makes them sign on the dotted line.

#### Head Office Happenings.

MISS BROWN had a birthday on Monday last, and, among other things, received a lovely box of flowers. What's his name?

Miss McLean returned this week from a motor trip to the Northern Rivers. Burned to a cinder, but looking fit for anything.

Glad Anderson is spending a fortnight's holiday at Austinmer. Alice Brown was there last weekend. Sounds like a conspiracy.

Bill Goodhead is another mem-



Believe it or not, but this is Margaret "Red" McLean, of Head Office, snapped by the "Punch" photographer during her recent vacation in the Northern Rivers... Yes, sir, Margaret certainly pushes a wicked pump.

ber of H.O. to be on vacation. He has chosen the South Coast, where the North East Trade winds whip the surf into gigantic shoots. Ah, wot a life!

We were very pleased to see Mr. Claude Henderson in the office last week. It's nice to see the smiling countenances of visitors occasionally.

#### Sydney Sayings.

BERNICE CURRIE of the Despatch Department, is at present on vacation.

After spending the week-end at

Office staff criticisms on "AN AMERICAN TRAGEDY", we are anxiously awaiting a preview of the picture. We saw the Trailer last week and this certainly whetted our appetite for the feature.

Molly Anderson of the Booking Department is on holidays at present. The home climate is Molly's choice, with plenty of tennis and swimming.

Tommy Greenall is at present on vacation. Tommy may take a trip to Auckland but his plans are not yet finalised.

We've thought it over, and decided it really is worth recording. Verna Browne squared her last Golf Match. Next time you'll win, Verna. (We must have a game sometime, Verna—Ed).

Thirroul, Jim Gatward has lost his appetite. Blonde or Brunette?

Mick Burke, of the N.S.W. Ad. Sales Department, returned from holidays in Melbourne on Monday last.

Tom Bowden of the Accounts Dept., is spending his annual vacation at Lake Macquarie, catching prawns and what have you.

Bill Wiley of the Customs Dept., is at present on the sick list. Speedy recovery, Bill!

#### AUSTRALASIA WINS FIRST PRIZE IN BYRD EXPLOITATION CONTEST

WE LEAD FIELD AND TAKE OUT FIVE HUNDRED DOLLAR PRIZE.

YESTERDAY, Mr. Hicks received word from Mr. Shauer to the effect that the campaigns submitted from the Australian and New Zealand offices won first prize in the big 1,500 dollar contest, promoted by the Foreign Department, for the best exploitation on "With Byrd at the South Pole". As a result, the heads of the Sales Promotion, Publicity and Advertising Departments of Australia and New Zealand, will share the first prize of 500 dollars.

The Blue Ribbon Bunch's entry in the world-wide contest was the campaigns put over for the picture in all capital cities of Australia and

New Zealand.

Commenting on the contest, "Paramount Around The World" the

official organ of the Foreign Legion states:-

"The task of the judges was not a particularly difficult one. Australasia was an easy first. The Aussies submitted two huge scrapbooks, covering their merchandising campaigns in Australia and New Zealand which were so complete, so varied, and so packed with unusual exploitation material, that there was no questioning their right to the first prize".

#### **CONFERENCE JAN 4 AND 5**

## FOR DISTRICT AND BRANCH MANAGERS.

R. HICKS has just made it known that the sales conference for the forthcoming season will take place on January 4th and 5th, at Head Office. It will be confined to branch and district managers and departmental heads at H.O.

Additional importance will be given the conference by the fact that the world-wide Paramount organisation is celebrating its twentieth anniversary as undisputed leader in the production and distribution of motion pictures. For its Twentieth Jubilee Celebration, the production department has prepared the finest line-up of outstanding attractions in the history of Paramount. Many of these box-office naturals will be at hand at that time and will be previewed by those attending the convention.

With the commencement of a new and greater era in Paramount progress, new problems of selling and distribution will also confront the conference. Our forthcoming policies in this regard will be taken up by Mr. Hicks, and placed before the men in the field.

"Monkey Business" Gets
Big Melbourne Opening.

THE Marx Brothers' latest farcical effort, "Monkey Business", got off to a brilliant start at Paramount's Capitol Theatre, Melbourne, on Saturday, November 21st. Closely approximating the remarkable opening figures of "The Smiling Lieutenant", the Marx opus considerably shaded the first night returns of all other attractions screened there during the past six months.

Not only did the public demonstrate their liking for "Monkey Business" by supporting it at the box-office, but the local critics found much to praise in their columns on the following day. Below are extracts from some of the critiques:

"There are times when slapstick comedy is near to high art. "Monkey Business", the latest Marx Brothers talkie is an example of the heights slapstick reaches at its very best. In this, their comedy is at its zemith".

Melbourne "Herald".

"As a relief from the banalities and melodrama of so many films today, the mad, farcical humor of the Marx Brothers is most refreshing ... Much of the film is buffoonery, but it is clever buffoonery".

Melbourne "Age".

"Let us be grateful for the Marx Brothers. They are creatures of that world of fantasy which is inhabited by the Mad Hatter, Mickey the Mouse, and the creations of Edward Lear, and whose portals are too rarely opened ..."

Melbourne "Argus".

#### Ruth Chatterton's Support.

RUTH CHATTERTON is to have two leading men in her next Paramount picture, "To-morrow and To-morrow", from the play by Philip Barry. Paul Lukas and Robert Ames have been assigned to the coveted roles. Ames won international recognition with Ann Harding in "Holiday", and recently supported George Bancroft in "Rich Man's Folly". Lukas is now appearing in "Working Girls".

#### Shannon and Rogers.

PEGGY SHANNON has just been assigned with Charles "Buddy" Rogers to head an allstar cast in "Second Chances", Paramount's forthcoming picture version of the play, "The Goose Hangs High", by Lewis Beach. The story deals with parents who dedicate their lives in an effort to supply their children's every want. Frank Tuttle will direct "Second Chances".

#### Leads for "No One Man".

A LLEN VINCENT, young, Broadway stage actor who won acclaim in "The Vinegar Tree", will make his film debut in "No One Man", Paramount's adaptation of the novel by Rupert Hughes. In this production he will share leading honors with Carole Lombard. Filming is scheduled to start shortly at the Hollywood studios, under the direction of Lloyd Corrigan.

#### In "Dr. Jekyll".

TEMPE PIGGOTT, who won praise for her portrayal of the fish woman in "Seven Days Leave", has been awarded another Cockney role in Paramount's film version of "Dr. Jekyll and Mr. Hyde". She recently completed a stage part in "Lost Sheep" in Los Angeles. Rouben Mamoulian is directing "Dr. Jekyll and Mr. Hyde", with Fredric March, Miriam Hopkins and Rose Hobart in the leads.

# Gossip

CAPTAIN GARY.



Gary Cooper plays the role of a skipper of a tramp steamer in "His Woman", his current picture for Paramount, Claudette Colbert co-stars.

#### "Working Girls" Cast.

THREE interesting additions to the cast of Paramount's romance of modern business life, "Working Girls", are Alberta Vaughan, Greta Gould, and David Mir. All are old-time favorites. They join a cast headed by Paul Lukas, Judith Wood, Charles "Buddy" Rogers, Dorothy Hall and Stuart Erwin. "Working Girls" is nearing completion in Hollywood under the direction of Dorothy Arzner.

#### Ziegfeld Beauty Cast.

NOEL FRANCIS former Ziegfeld Follies beauty, has been signed by Paramount to enact an important role in "Husband's Holiday" with a cast headed by Clive Brook, Vivienne Osborne, Juliette Compton, Charlie Ruggles and Harry Bannister. It is an adaptation of the play by Ernest Pascal and is being directed at the Hollywood studios by Robert Milton.

#### "His Woman".

RECOVERED from the illness which interrupted her work before the cameras recently, Claudette Colbert, co-starring with Gary Cooper in "His Woman", has resumed work. "His Woman", a romance of the sea, is nearing completion under the direction of Edward Sloman. It is an adaptation of Dale Collins' well-known novel, "The Sentimentalists", and was previously titled "Blind Cargo".

#### Boardman with Bancroft.

Paul Lukas in "Women Love Once", has been assigned the lead opposite George Bancroft in his next Paramount film, "Through the Window". From an original mystery story by Martin Flavin and Joe Sherman, "Through The Window" will give Bancroft a role entirely different from those to which he has been accustomed.

#### Oland with Dietrich.

WARNER OLAND has been assigned a featured role in Marlene Dietrich's forthcoming Paramount film, "Shanghai Express". Miss Dietrich plays the Shanghai Lily, a notorious character; Clive Brook is an English army officer; Anna May Wong will play a vengeance-seeking Chinese woman, and Oland is to be an Oriental war lord. Josef von Sternberg will direct.

WELL, we've got still another novelty item to add to the ever-growing list. This time something entirely new.

The new line will be know as Star Mirrors, and samples will be forthcoming from H.O. within a week or two. Samples just to hand reveal them to be of a particular high quality. Made from an actual star-photo (miniature size, of course), they have a finish and appearance equal to that of the small medallions. They are circular and light in weight, thus being most suitable for milady's handbag.

For the time being, Star Mirrors will be available on only six stars; Marlene Dietrich, Maurice Chevalier, Ruth Chatterton, Nancy Carroll, Clive Brook and Gary Cooper. However, if the demand warrants, other stars will be included in the line.

It is advised that the best outlet for Star Mirrors is through newsagents and chemists. They probably will prove a bit expensive for exhibitors as 'give-aways', although some maybe interested in puchasing them for contest consolation prizes, etc. For the present, no order under half a gross will be accepted, so the big field will be the most fruitful.



W. Bignell.

Ad Salesmen will be interested to know that W. Bignell of Adelaide, responsible for the new line. sold He local newsagent on the idea and then communicated with

H.O. to enquire whether we could supply. When this office replied in the affirmative, Bignell promptly sold the newsagent an order for a gross. Pretty slick work, eh?

What The...

### Ad. Sales Boys

... Are Doing

(By Len Jones).

At £3/-/- per gross, the Star Mirrors show us a handsome profit. At the same time, there's splendid profit obtainable by the newsagent, if he disposes of the mirrors at sixpence or ninepence each.

If you're not enthusiastic about the possibilities of Star Mirrors after reading this, you'll certainly be when your sample arrives. In the meantime, you might do a little preliminary work among the local newsagents and other merchants selling novelties. They'll be interested, and

Not much to report from the other boys this issue. Last week's efforts were rather feeble, but like the supreme optimists we are, we're hoping for a marked improvement next time.

Let us again remind you about "An American Tragedy". It's the greatest picture of the year. will break records everywhere. It will knock audiences out of their seats. But it needs ADVERTIS-See to it that exhibitors ING. booking "An American Tragedy" purchase every bit of Ad. Sales material they can use and a bit more besides. The picture is the goods. The material is marvellous. Let's sell it. LET'S GO!

You Can Always Sell More Ad Sales!



J. O'Neill.

Along the line of selling, Jack O'Neill of Sydney, seems to be-the only Ad. Salesman enjoying success. Jack recently supplied the Em-Theatre pire 40,000 with double couriers

on "Dishonored" and "Skippy", as well as placing a number of "Skippy" cutouts. This was in ad dition to a particularly large order on posters, photos, slides and other standard items.

#### Paramounteer Honored.

HERMANN FLYNN, Advertising Manager, has just been officially elected secretary of the newly-formed "47 Club", an association of motion picture advertising, publicity, exploitation and art men in Aust. The significant honor bestowed on this well-known Paramounteer is easily appreciated when it is explained that the "47 Club" is destined to exert the same influence in the industry locally, as the famous Wampas Club in America. The latter organisation, representing a similar body of men, is now a power in every phase of motion picture making and distribution. With ideals equally high, the "47 Club" seeks to render such service to the industry in Australia.

Paramount members of this club are John E. Kennebeck, Reg Kelly, Bob White, George Lawrence and Harold Higgins.

An Ad. Sales Order with Every Contract!

Country of origin—Australia. Wholly set up and printed by The Market Printery Limited, 372a Pitt Street, Sydney.

Published by Paramount Film Service Limited, of Reservoir Street, Sydney.

Vol. 5.-No. 24.

SYDNEY, AUSTRALIA.

December 16th, 1931.

## NEW QUOTAS SET!

#### MR. HICKS ANNOUNCES FIGURES FOR FIRST SIX MONTHS OF NEW YEAR.

**P**Y this time each District and Branch Manager, and all Ad Sales Managers should be in receipt of their new quota figures for the first six months of next year which have been set personally by Mr. Hicks after a careful check-up.

"Owing to the present business conditions", states Mr. Hicks", we have found it very difficult, in working out the quotas for the coming year, to set figures for all branches that are fair, but after taking everything into consideration, and also allowing for an improvement in conditions—particularly after the Christmas holidays—we feel that in setting the figures, that we have for the first six months of next year, it should be possible for us not only to reach the quota set, but to exceed it".

"There is not the slightest doubt that conditions are improving, and with the high quality of our 20th Birthday Jubilee product, which I confidently believe is the best we have had in years, we should have no difficulty in getting over 100 percent of quota".

LET'S GO!





Dedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.

Reg. Kelly ..... Editor

Vol. 5. Dec. 16, 1931. No. 24.



IN a few days we will have with us again the Festive Season... and with it the ties that we never wear... the cigars we never smoke... the whiskey we never...You can get what we mean... This year we are trying to make it as inexpensive as possible ... All by ourselves we have thought out a scheme whereby we can stock the Xmas larder by just simply winning a few raffles... Of course, we could win the State Lottery... but we don't require that much money to tide us over the Season... So... at one hotel where we occasionally buy a packet of cigarettes we have entered a raffle for a turkey... and at another where we always get our matches... we have hopes of winning a case of whiskey... and at others where we usually drop in to see cricket scores and race results we are in raffles for chickens and plum puddings and what have you?... If we win all these we'll have a grand Xmas.. or else. Merry Xmas to you all... Rambler,



#### WARE FIRE!

TWO weeks ago, we had a very bad fire in our Brisbane exchange, which started in the film room in a case of obsolete film that had been made ready for shipment. The damage was quite considerable, and one of our boys were painfully burned, though not seriously injured. If it had not been for the construction of our vaults and building, there is no doubt in the world that the entire building would have gone up in flames. I am most thankful that no one was seriously hurt, and that the damage done was not any worse. No other film outside the obsolete film was damaged.

Effective immediately, greater precautions than ever before must be taken against fire.

District and branch managers and Head Office departmental heads have received memos from time to time from myself, warning them against fire and asking that every precaution be taken to eliminate every possible fire risk. Once again I must ask that these previous rules and regulations be carried out to the letter. These rules and regulations can only be carried out by the 100 per cent. co-operation of the entire organisation. Everyone, at all times, must take every precaution against the demon fire.

You are guarding your own lives when you guard against fire.

Growsteks &

May Christmas bring you tons of good cheer and bright weather. And may the New Year invest you with new confidence and courage to master its problems.

William f. Clark.

Best wishes for a merry Christmas, and a New Year filled with prosperity, good health, and all that goes towards making life worth living.

(Signed) j. A. SIXSMITH.

#### 'Scream' Souvenirs.

T is always amusing to look back on our customs, costumes and bustles of the past. Imagine, then, the mirth generated by Paramount's featurette innovation. "Screen Souverirs". Horse-less carriages of 1905, tearing 'round the turn at the break-neck speed of 12 miles per hour; fair damsels of the same period covly hoisting balloonlike skirts over the puddles, blushingly flirting with be-whiskered youths; heart-rending "drammers" in which Honest Dan, the burglar, is regenerated by the love of a good woman, and Jim, the unsuspecting husband, finally suspects and bowls his unfaithful spouse out into the snow. These and dozens of other priceless curios are to be found in this series.

Paramount has named its new shorts "Screen Souvenirs". How much more appropriate had they been labelled "Scream Souvenirs".



AS AT DECEMBER 12th, 1931.

#### DISTRICTS.

Position. Per	centage
1' J. A. Groves	88.52
2 F. Gawler	72.43
3 C. E. Henderson	69.29
4 S. H. Craig	60.41

#### BRANCHES.

1 A. Olsen Batavia	98.90
2 P. Verdayne Singapore	95.91
3 C. J. Shepherd Brisbane	81.48
4 P. Board Adelaide	70.59
5 G. Nacked Perth	70.60
6 H. Kelly Melbourne	69.84
7 G. Brookes Sydney	68.52
8 S. Robinson Sourabaya	61.57
9 S. H. Craig Wellington	60.41

#### AD. SALES.

	TID. CITEDO.	
1	Batevia	87.40
2	W. Bignell Adelaide	73.55
3	H. Quincy Brisbane	71.88
4	Singapore	69.27
5	H. N. Varcoe, Melbourne	67.68
6	H. Whitelaw, Launceston	63.56
7	J. O'Neill, Sydney	59.25
8	R. Lawn Perth	58.40
9	Sourabaya	57.95
10	J. Goodey Wellington	50.97

A Christmas filled with good cheer, and a New Year replete with every thought of prosperity and contentment is my wish to all.

Mouworth

#### Head Office Happenings.

GLAD ANDERSON returned this week. She had a good holiday, except for the rain.

Bill Goodhead also returned to his desk this week. He looks as if the angry billows treated him gently while holidaying down the South Coast.

David Jones' has been very popular this week—particularly the photomaton. Four of the girls returned with nice photos of themselves. Now Mr. Editor, get to work. (Sez you).

George Lawrence spent a very enjoyable holiday watching the rain from the verandah of a bungalow at Palm Beach.

At last, the famous green chariot is to have a roof over it's head. Between writing ads for Paramount and managing a baseball team, Hermann Flynn is finding time to erect a garage. After more than two years in the rain, blistering heat and what have you, Henry Ford's offspring is apt to resent being locked up for the night. Then, there is always the danger of it running through the back end. Thus, the wisdom of changing a two-year-old flivver's mode of life is questioned.

#### OPENS TO-NIGHT.

"MY SIN" AT SYDNEY PRINCE EDWARD.

FOLLOWING a splendid opening on Saturday last, at Para-Themount's Capitol atre, Melbourne. "My Talco-starring Sin". and Bankhead lulah will Fredric March. make a bid for Sydney popularity to-night, at the Prince Edward.

Concerning the regeneration of two human derelicts in the sordid quarters of Panama—a man and a woman, "My Sin" is a picture of tremendous dramatic power, sympathetic human interest and lavish staging. Miss Bankhead, for eight years a reigning favorite on the London stage, gets her first real opportunity in this film. Following the release of "My Sin", she is destined to take a place near the top on Paramount's roster of drawing names. March, already a screen favorite, adds to his laurels by a remarkably fine characterisation.

These and other qualities insure the success of "My Sin". It is the type of picture offering that appeals to all and should reap plenty at the box-office.

#### The Thousandth Man.

ONE man in a thousand, Solomon says

Will stick more close than a brother.

And it's worth while seeking him half your days

If you find him before the other.

Nine hundred and ninety-nine depend

On what the world sees in you. But the Thousandth Man will stand your triend

With the whole round world agin you.

 $T^{IS}$  neither promise nor prayer nor show

Will settle the finding for 'ee. Nine hundred and ninety-nine of 'em go

By your looks or your acts or your glory.

But if he finds you and you find him,

The rest of the world don't matter,

For the Thousandth Man will sink or swim

With you in any water.

YOU can use his purse with no more talk

Than he uses yours for his spendings,

And laugh and meet in your daily walk

As though there had been no lendings.

Nine hundred and ninety-nine of

For silver and gold in their dealings.

But the Thousandth Man he's worth 'em all.

Because you can show him your teelings.

HIS wrong's your wrong, and his right's your right,

In season or out of season.

Stand up and back it in a'l men's

sight.
With that for your only reason!
Nine hundred and ninety-nine
can't bide

The shame or mocking or laughter.

But the Thousandth Man will stand by your side

To the gallows—fost and after! Rudyard Kipling.





Recently John Kennebeck paid many dollars for a fox terrier which the dealer told him was a thoroughbred. Of course the typewritten pedigree that went with the dog looked very nice, but Kenny did not know whether he paid the big meney for the dog or the pedigree. At any rate, last Saturday he put the dog to the test by entering it in a suburban dog show, and lo and behold the fellow collected two ribbons . . . Of course Kenny collected the ribbons but the dog really won them.

After the show Kenny proudly led the dog round the ring decorated in the ribbons . . . a blue for a win . . . and a red for a second. Kenny was wearing his famous yellow tie and a sweet young thing in the crowd remarked . . "What a great performance those two put up, a first, a second, . . . and third".

## PUNCH

#### ALL WAYS and ALWAYS!



#### Melbourne Murmurs.

Poliness.

# BRANCHES

Sydney Sayings.

The Melbourne Branch now

boasts of a real sporting staff, what with one of our girls taking up cricket, Bert Kelly putting a real "Paramount Drive" into his tennis, two of the boys having a little splash and paddle before breakfast, to say nothing of the hiking done by the owner of the "Flaming Youth" title.

Dainty frocks are making their appearance in the office these days, and very becoming they look too, especially when the office vases contain beautiful carnations and sweet peas from the garden of Lou

New Zealand Notes.

OUR congratulations are extended to those connected with the winning entry in the "With Byrd at the South Pole" contest.

And A-Hiking we will go! Beth MacGregor has invited us to visit their wigwam in the Orongorongo mountains, and to-morrow we set forth, armed with snowshoes and earbags, to make the 28-mile trip into the back of beyond.

Roy Lyons, of the Despatch Department, is spending his annual vacation, camping down the South Coast.

Frankie Fuller, of the Film Examination Department, is at present on holidays. Frankie is spending her holidays quietly at home.

The boys of the Despatch Department give gasps of amazement every day at the amount of lunch Bert Matts manages to stow away. Which reminds us of that popular song "I'm in Training For You".

Certain members of the N.S.W. Accounts' Department have adopted the Goosestep. We believe last Sunday's sunshine was responsible.

The treacherous trio, Bill Mc-Keown, Tom Bowden and Jack Edwards, hit the 23rd State Lottery for a £5 prize on Friday last. Remember that the next time one of them wants you to shout.

Frivolous Frank Deane put one over on the boys too. He gabbed off a fiver all by himself. (The Ed. has an appointment with Frank at 5.30 this evening.)



One of the four scenes from Jim Thornley's elaborate stage presentation, "Cameos", which was run at Paramount's Capitol during the "Monkey Business" season.

## 1932 Brings Paramount's Ace Product

#### Mr. Hicks Gives Assurance of Quality

"GOOD pictures is the principal need of 1932, and Paramount is prepared to supply them", says John W. Hicks, Jnr., Managing Director of Paramount, in a statement to exhibitors in this territory, on the eve of the New Year. "In view of reports I have received from Mr. S. R. Kent, General Sales Manager of Paramount, I can confidently promise Australian and New Zealand showmen the finest line-up of quality productions in Paramount history".

"To quote Mr. Kent, he says that, "Rich Man's Folly", starring George Bancroft, is one of the best pictures made by Paramount in any season, and based on the product that I have seen sold, and stories I have gone over, it looks as though our real smash product is now on its way. I am very enthusiastic, and believe that Paramount is hitting its old stride, and is making the kind of pictures that made the old

Paramount Trade Mark famous'.

"Other forthcoming attractions I have received reports on are:—

"'Dr. Jekyll and Mr. Hyde': The Production Department says that in this picture we have an outstanding attraction, and one that will place Fredric March on the top rung of the ladder.

"The Man I Killed': Mr. Lasky, Paramount production head, screened this picture in the rough, and says that it is up to the usual Lubitsch standard, and will be one of the big pictures of the year. It was personally directed by Lubitsch, and has a wonderful cast, including Lionel Barrymore, Phillips Holmes and Nancy Carroll.

"'Ladies of the Big House': Mr. Kent is very confident that in this picture we have one of the best pieces of theatrical property that Paramount have ever had. In fact, I am advised that Mr. Schulberg made a special telephone call from Los Angeles to Mr. Zukor in New York, to tell bim about this picture. He says that it will be one of the outstanding hits of the year.

"'Shanghai Express': This is the next Dietrich picture, which has been strengthened with a wonderful cast. Furthermore, in this we have a Dietrich picture with a happy ending. In the cast of 'Shanghai Express' are Clive Brook, Anna May Wong, Warner Oland, Eugene Pallette and others. I have had several assurances from Messrs. Lasky, Schulberg and Von Sternberg, that this will be Dietrich's finest performance and greatest picture.

"Girls About Town':
This picture has proved a big hit
all over the United States. The
cast includes Kay Francis, Lilyan
Tashman, Joel McCrea, George
Barbier, Eugene Pallette and Allan
Dinehart.

"'Sooky': There is no need to go into detail on this, because you all know how good 'Skippy' was, and it is safe to bet that 'Sooky' will be better,

"You will also be interested to know that the next two Chevalier pictures are set. They will both be 'musicals', and in both Chevalier will be supported by Jeanette MacDonald. Both pictures will be Lubitsch productions. The first is titled, 'One Hour With You', and the second 'Love Me To-Night'. The music of 'One Hour With You' has been written by Richard Whiting, who wrote the Chevalier hits in 'Innocents of Paris'. I am quite sure that in these Chevalier pictures, both with Jeanette MacDonald and plenty of songs of a tuneful and popular nature, Paramount offers two real Box Office clean-ups.

"I will repeat that good pictures is the principal need of 1932. Fully cognisant with this undisputable fact, the Paramount Production Department is exerting every effort in building up the greatest programme of pictures that the company has ever offered. The entire production programme has been gone over with a fine comb, and any story or subject that looked weak has been dropped. Every Paramount executive is concentrating on one thought—good pictures.

#### "Bengal Lancer".

THE first location scenes in India for Paramount's "Lives of a Bengal Lancer", will be made near Delhi, according to a cable received from Ernest B. Schoedsack, who has just landed in Calcutta with his party. Preparations are now under way for the transportation of the equipment, supplies and the producing unit. The first location scene will depict a tiger hunt.

#### Five Locations.

GEORGE BANCROFT, who is starred in Paramount's ship-building romance, "Rich Man's Felly", made five location trips on this film. One was across the continent to Boston, and the four others were in the neighborhood of Los Angeles. In "Rich Man's Folly", in which the star plays his most powerful role, are Frances Dee, Robert Ames, Juliette Compton and David Durand.

#### For Chevalier.

"LOVE ME TO-NIGHT", Alfred Savoir's story of a romantic but poor troubadour who falls in love with an heiress, will serve as Maurice Chevalier's second Paramount picture for 1932. He is now working on "One Hour With You", under the direction of George Cukor. Jeanette MacDonald will play opposite the star in both productions.

#### Testing Newcomers.

PARAMOUNT has adopted a policy of testing new players by giving them small roles in pictures. Eight newcomers were tried out in various scenes for "Husband's Holiday", recently completed, in which Clive Brook, Charlie Ruggles and Henry Bannister appear. If the newcomers make good, they will get better opportunities in the future,



Hollywood Welcomes 1932



In with the two and out with the one. Judith Wood, featured in Paramount's "Working Girls", wishes everyone a great new year.

#### "Her Confession".

WILLIAM BOYD has just returned to New York, the scene of his stage successes, to assume an important role with Claudette Colbert in her next Paramount picture, "Her Confession". Miss Colbert has also returned to the East from Hollywood, where she went on a short holiday, after completing work on "His Woman", with Gary Cooper. Filming on the new picture starts immediately,

#### "The False Madonna".

ENT TAYLOR and Julia Swayne Gordon, have just been added to the featured cast of "The False Madonna", a Paramount picture, in which Kay Francis and William Boyd share leading honors. Taylor has just finished his first picture role in "Husband's Holiday", and Miss Gordon had an important part in "The Man I Killed". The new film is from a story by May Edington.

#### Official Aid.

CO-OPERATION of the United States Department of Commerce was enlisted by Paramount to aid in the filming of "His Woman", recently completed with Gary Cooper and Claudette Colbert in the leads. To ensure authenticity, Federal customs officials helped in the reproduction of the New York Customs House interior, on the studio sound stages. Customs office equipment was also loaned the company.

#### Two Units at Work.

THE population of San Bernardino, California, is temporarily increased by 1,200 persons. "Shanghai Express", Marlene Dietrich's new Paramount drama, is making railway station scenes there with 1,000 extras, while "Sooky" is there for a three-weeks' stay with 200. Clive Brook, Anna May Wong and Warner Oland head the cast of the former. The entire cast of "Skippy" appear in the latter.

THROW your hats in the air, do hand-springs over the counter, call exhibitors by their first names—Ad Sales figures are on the rise! A check-up reveals that, for the past three weeks, business in all the branches has shown a steady improvement. Although quota is still a long way off, a few more weeks of steady week-after-week climbing and the light should shine again. It's up to you boys. What do you say?

In the line of selling, Jack O'Neill certainly had a picnic last week. Following up a tip that a certain suburban thewas changing atre hands, Jack hopped out and loaded up the new manager like a Xmas Two 11 x 14 tree. gilded Lobby Stands, two One-Sheet Stands were just the beginning.

Recall the Star Mirrors, mentioned in the last issue of "Punch"? Well, Jack has already disposed of a half gross.

While we're on the subject of Star Mirrors, let us remind you that samples will be despatched to all branches sometime this week. When your's arrive it will be a signal to get busy.

Henry Quincey and Harry Varcoe were also heard from last week. The former disposed of 12 Colored 8 x 10 Medallions to an exhibitor in Longreach, and 300 Skippy Buttons to Mackay. Varcoe's contribution was a special 22 x 28 Lobby Board.

What The...

### Ad. Sales Boys

... Are Doing

(By Len Jones).

Regarding the latter sale, the item was a special job made up at the exhibitor's request. Upon approaching the showman in regard to our regular styles of Lobby Stands, Varcoe found that none of these were suitable in this case. Instead of losing the sale altogether, Harry ordered a board to the exhib's specifications, and clinched. A point to remember the next time you get a knock-back.

In taking up the subject of regular Ad. Sales orders, we note that Jack O'Neill again leads the field. During the past fortnight, he has sold five 24-sheets each on "Personal Maid", "Silence" and "My Sin". First two sales were to the Regent, and the latter to the Prince Edward. Pretty fair selling, considering the customary reluctance

with which weekly-change houses spend money on posters.

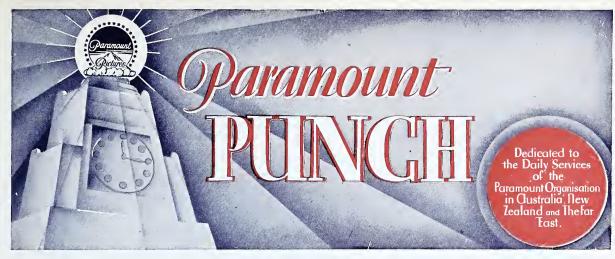
Heard favorably from Singapore the other day. In addition to the usual quota, Paul Verdayne sold four six-sheets, six three-sheets and six one-sheets on "The Smiling Lieutenant" to the Capitol Theatre.

Whenever you are in conversation with an exhibitor, don't overlook the opportunity telling him about Paramount Couriers. Naturally, you know that Paramount Couriers are far better than those put out by any other company in the industry, but perhaps, the exhibitor isn't aware of it. Acquaint him with the fact that Paramount's Couriers are larger, that they are printed in twotone, and that they are made for all specials. Also point out their considerable worth as an advertising medium.

Before signing off, let us remind you about stocktaking. All stocksheets must be posted to H.O., on or before January 9th, 1932. That should give all of you ample time in which to make a thorough job of it. Remember, H.O., can't be kept waiting. It's up to you, LET'S GO.



Take a look at the 24-sheeter for "Girls About Town". What a honey! This picture looks like being one of the big hits of the 20th Birthday Jubilee Group.



Vol. 5.—No. 25.

SYDNEY, AUSTRALIA.

December 30, 1931.

RE ORDERED Via Eastern TRALASIA & CHINA TELEGRAPH COMPANY, Limited. Here's THE E TIONAL COMMUNICATIONS LTD. VIA EASTERN NIA PACIFI WIO 2 NEWYORK NY 113 215T 11 23AM DLT HICKS PARAMOUNT SYDNEY HAVE JUST RETURNED FROM MEETING WHERE NEXT QUARTERS PRODUCT WAS THOROUGHLY REVIEWED STOP HAPPY INFORM YOU THE PRODUCTION TIDE TURNED AND JANUARY FEBRUARY MARCH RELEASES REALLY OUTSTANDING STOP EACH PICTURE WILL HAVE TWO OR MORE IMPORTANT STARS AND SENSATIONAL STORIES STOP SCREENED LADIES BIG HOUSE JEKYLL AND HYDE BOTH TREMENDOUS STOP SHIPPING TWO PRINTS JEKYLL HYDE MAKURA FOR EARLY STOP MAN I KILLED SHANGHAI EXPRESS ONE HOUR WITH YOU MIRACLE MAN FOLLOWING IN QUICK ORDER EACH SURE BOX OFFICE SMASH STOP SOOKY LADIES BIG HOUSE PLAYING BIG BUSINESS EVERYWHERE RELEASE STOP THIS IS BEST CHRISTMAS PRESENT WE COULD POSSIBLY GET PASS GOOD NEWS ALONG REGARDS



pedicated to the Daily Services of the Paramount Organisation in Australia, New Zealand and the Far East. Contents Strictly Confidential.



Vol. 5. Dec. 30, 1931. No. 25.



WE struck a threepence in our Xmas pudding ... after seven attempts . . . "That's lucky" somebody said, . . . but one of our creditors snatched it out of our hands and said, "Lucky for me" ... And so we spent Xmas Day ... Eating ... sleeping ... drinking ... and so did you ... and you and you. Now that it is gone let's look forward to New Year's Eve ... that's another good excuse, too. It's a pitu that we can't have a flock of Xmas Eves, Xmas Daze and New Year's Eves in a year except just one of each ... At anyrate we are more fortunate than Adam ... he only had one Eve ... and that one landed him into a great deal of trouble ... just the same as our Xmas and New Year's Eves ... And speaking of the New Year reminds us that it will be Leap Year ... which means a lot of trouble for the young bloods ... Happy New Year-Rambler.



## GIVE THE PUBLIC WHAT IT WANTS.

HAVE just received word from our production department, to the effect that many revolutionary changes have been made in our production policy. The studios are getting down to earth, and are adapting the policy of GIVING THE PUBLIC WHAT IT WANTS.

Instructions have been issued to each and every member of the studio personnel to get down to earth... in story treatment, in story selection, in dialogue writing, in direction, in acting. They are to be guided by only one basic principle . . . GIVE THE PUBLIC WHAT IT WANTS.

Our executives contend that there has been too much contempt for the word "Hokum"; that word upon which our business was built; that won the devotion and support of the largest audiences any form of amusement ever attracted. The studios are going to lose their scorn for that good old word upon which was based the screen's success. The dictionary defines "Hokum" as: "Any word, act, business or property used by an actor that succeeds in arousing audience APPROVAL".

Our production department has been advised to "write lines, business and scenes, interpret and play them in such a manner as to win this audience APPROVAL, because if this be "Hokum", make the most of it".

Joursteho K

#### Stan Craig in Town.



Stan Craig, New Zealand General Manarrived ager, in Sydney last week, accompanied by Mrs. Craig baby a n d Joan, and depared almost

Stan Craig. immediately for Melbourne. He and his family are enjoying a holiday with friends and relatives in the Southern capital before attending the annual sales convention at H.O. on January 4th.

#### Cupid Scores Again.

JUST when H.O. news was again becoming scarce. Cupid has come to the editor's aid. This time it's that popular New Zealander, Bee Knowles, who arrived at her desk vesterday morning sporting a three-stone sparkler on the correct finger of her left hand. The lucky young man is Thomas Starr, of Sydney.

There is no doubt about these New Zealanders. Whether it's cricket, football, or matrimony they certainly know their rhubarb. And Bee has been in this part of the world but two years.

Through columns the "Punch", the entire Paramount organisation, not to forget her many friends in the volcanic isles, extend to Bee heartiest congratulations and best wishes for a happy, prosperous future.



AS AT DECEMBER 26th. 1931.

#### DISTRICTS.

Position.	Percen	tage
1 J. A. Groves	82	7.98
2 F. Gawler	7	1.61
3 C. E. Henderson	68	3.51
4 S. H. Craig	59	9.77

#### BRANCHES.

1	A. Olsen Batavia	98.15
2	P. Verdayne Singapore	93.94
3	C. J. Shepherd Brisbane	80.96
4	G. Nacked Perth	70.14
5	H. Kelly Melbourne	69.32
6	P. Board Adelaide	68.77
7	G. Brookes Sydney	67.56
8	S. Robinson Sourabaya	63.35
9	S. H. Craig Wellington	59.77

#### AD. SALES.

	Batavia	87.41
W. Bignell	. Adelaide	72.23
H. Quincy	Brisbane	71.08
A. L. Nichols,	Melbourne	67.45
	Singapore	67.08
H. Whitelaw .	Launceston	62.43
	Sourabaya	58.69
J. O'Neill	Sydney	58.56
R. Lawn	Perth	57.53
J. Goody	Wellington	50.20

#### Varcoe Promoted.



H. Varcoe.

Mr. Hicks has just announced the promotion of Harry Var-Melcoe. bourne Ad. Sales Manager, to the post of salesman at that branch. The step-up takes effect immediately.

Prior to taking over the reins of the Ad. Sales Department, three years ago, Harry had received considerable training in the Booking Department and also as an assistant in Ad. Sales. Always a consciencious worker, Varcoe was given a

big chance to demonstrate his sales and exploiting ability during the

season of "Skippy" in Ballarat.

The entire Paramount organisation, as well as members of the Melbourne branch, extend congratulations on his well-earned promotion.

#### Conference Soon.

NEXT week-end District and Branch managers from all States and New Zealand will arrive in Head Office for the annual conference which will be held on January 4th and 5th. Although this year the affair will not have any of the big celebrations and stunts that are usually associated with Paramount conventions, it will be just as important from a business standpoint . . . and that's just what the conference will be ... a serious business meeting at which our 1932 selling policy and the new product will be discussed. Those attending will be the Branch and District managers, and Head Office executives.

## Best Xmas Business in Four Years

"MY SIN" SCORES AT THE SYDNEY PRINCE EDWARD.

RECORDING the best Christmas Week business the Prince Edward Theatre has enjoyed in the past four years, "My Sin" has taken the trade and public completely by surprise. It commenced its third week at that house to-day, and the theatre management are disinclined to state when they think its season will terminate.

Never has a more unpretentious picture been honored with a Prince Edward run, yet "My Sin" has provan sufficiently endowed with that which makes for film success to stand on its own feet. Its popularity can be credited to the humanness of its story problem and the excellence of the acting-the most essential qualities of any picture. "My Sin" is an outstanding example of Paramount's Birthday Jubilee offerings. As such it points the way to renewed prosperity and the continuance of Paramount as leader in the production of motion pictures.

Although not equalling the success of its current Sydney run, "My Sin" has just concluded a remarkably good fortnight's season at Paramount's Melbourne Capitol. With the exception of "Monkey Business", the Fredric March-Tallulah Bankhead feature recorded the highest figures at that house for the past few months.

#### Hits Stride

BRITISH STUDIOS NOW IN FULL SWING.

WITH the Paramount British studio at Elstree now an established first-rate film plant and well into its 1931-32 production stride, we can confidently expect product worthy of the trade mark to emerge from that quarter.

The first Paramount British Production was "These Charming People", starring Cyril Maude. Those Paramounteers in Australia and New Zealand who have viewed that picture know that it came up to their every expectation. They know also that, from the standpoint of production, it equals anything of a like nature our Hollywood plant has done.

However, as pleasing and heartening as was "These Charming People", the peak is by no means reached. In Jack Buchanan's "Man Of Mayfair", studio executives are confident they have not only the finest British picture ever produced, but also one of the greatest boxoffice attractions turned out by any

Mr. Lasky Honored.



A portrait bust of Jesse L. Lasky, first vice-president in charge of production for Paramount, has been made by Boris Lovet-Lorski, considered foremost of modern sculptors, for exhibition in New York next month. The film executive and sculptor are shown with the plaster cast which will be converted into marble,

studio. If "Man Of Mayfair" measures up to expectations—and we have every reason to believe it will—the Paramount British studio will rival in box-office importance the leading production units of Hollywood and New York.

An indication of the prodigious number of outstanding offerings to succeed "These Charming People" and "Man of Mayfair" can be gained from the following production schedule:

"Service For Ladies", from the amusing play by Ernest Vajda. With Leslie Howard, George Grossmith and Benita Hume.

(Continued on Page 6).



N.Z. Notes.

# BRANCHES

Sydney Sayings.

HERE'S how we're spending

Christmas and New Year holidays: Orton Mangin intends making a hurried trip home for Christmas; Verna Browne is browsing at Paekakariki; Beth Macgregor is taking father and mother to the Orongorongos; Tommy Hanson is pursuing his latest pastime of fishing, and the Otto Doepels will be entertaining the sister-in-law from W.A.

Wilfred Smeaton is setting out in the New Year holidays for a trip to Whangarei. Wilf hopes to see Wizard Smith attempt the Land Speed Record at 90 Mile Beach, and has planned a comprehensive tour of the Northern Providences . . . . And all in a shiny new Morris! What a grand holiday!

#### Sydney Sayings.

BILL PECK, Operator of the Little Paramount Theatre, returned last week from an enjoyable holiday which was spent at his country estate.

Roy Lyons, of the Despatch Department is back from his holidays. Roy spent the fortnight under canvas, and declares it to be a great life. H.O. Happenings.

ANNUAL holidays seem still in vogue at H.O. At the present juncture Iris Watts and Vee Irving are the lucky ones.

Iris is believed to be catching prawns in the vicinity of Lake Illawarra. We hope the weather remains fine and the prawns don't become too fishy.

Vee is one of those discreet persons. Where she is spending her fortnight's respite no one knows, since she neglected to proffer the information. However, it won't take the office gossips long to find out once she's returned.

Many and varied are the reports of the Xmas holidays. One and all it seems that the weather, the place and the associations were conducive to a good time.

The Xmas party held by the Publicity and Advertising departments was a great success. The boys drank gallons of ginger beer and the girls ate pounds of cake and sweets . . . it must have been a success.

We would just like to know why Heather Sommerville is buying so many new frocks now that she is residing at Manly. For the benefit of those who live at Bondi, Manly is the seaside resort that annexed the "Sun" Silver Reel contest. BERT MATTS

of the Shipping

Department can be found during the lunch-hour on the office tennis court. S'fact —and actually playing in this hot weather. Bert tells us that it is all for the sake of that school-girl figure.

Mary Coleman denies the rumor that she was responsible for the Communist sign on the road outside Head Office.

Everyday in everyway is our decided blonde becoming more decided.

We understand that both Jim Flannery and Mick Burke are in line for selection in the N.S.W. Film cricket team that will trip across to Melbourne early in the New Year.

Jim is one of the best all-rounders playing second grade, whilst Mick is a very promising junior. Jim was a member of the team that made the trip some years ago.

#### HEAD OFFICE

And believe it or not, Owen Goodland the bright youth of the Publicity department is actually trying to cultivate a moustache.

Bill Blood, with sun helmet and everything is at present holidaying in Sydney after a couple of years in Northern Queensland. Bill Hagon, from the Melbourne branch is another visitor on holidays.

#### ARCH. REEVE ENTHUSES.

Studio Pub. Head Writes Regarding Chevalier's Next-"One Hour With You".

Hollywood, Dec. 6th.

I met Maurice Chevalier out by Stage 8 this morning. He was wearing his tuxedo and his famous straw hat, and that Chevalier smile was broader than ever.

"Hi, Maurice!" I called.

Maurice beamed: "'Allo! How are you?... That's good. That's good!"

"Starting your picture to-day?"
"Yes—in about feefteen minutes. And eet ees a g-r-r-and pick-chure.

Have you read eet?".

"Last night—and I'm still laughing!"
"Eet ees good, eh?" enthused
Maurice. "A veree, veree funny pickchure! And the songs-they are delight-ful. But veree funny! Veree snappy! I tell you some-thing—I think 'ONE HOUR WITH YOU' will be better than any pick-chure I have made. Wish me luck!"
"You don't need it—not with that

story, that cast and that director!"

"But I think you are right. must hurr-ee. Come and see us shoot-

ing, eh?"

I walked back to my office thinking about "ONE HOUR WITH YOU". The more I thought about it, the surer I became that it will be another great Chevalier to follow the other Chevalier hits.

There are a lot of reasons for my enthusiasm. First, there is Chevalier and his tremendous popularity. Next, there is Ernst Lubitsch, who is personally supervising "ONE HOUR WITH YOU". Then there is Jeanette MacDonald, heroine of "The Love Parade", with her gorgeous beauty and glorious voice; charming Genevieve Tobin; hilarious Charlie Ruggles; and the almost equally funny Roland Young. There is Samson Raphaelson, collaborator on "The Smiling Lieutenant", who prepared the scenario. And there is that skilful director, George Cukor.

#### THANKS. OUR

THIS is the last issue of "Paramount Punch" for the Year. On Wednesday January 13th next will be born the special new issue...new in make-up design, and features. This new issue will be dedicated to Paramount's 20th Birthday Jubilee.

I want to take this opportunity to thank all those Paramounteers who gave me their help in bringing out this little journal through the year, and I trust that I will receive the same co-operation during 1932.—Reg Kelly, Editor "Punch".

(Continued from Page 4).

"Ebb Tide", a modernised version of the famous silent picture, "God Gave Me Twenty Cents".

"The Light That Failed", Rudyard Kipling's famous story, with exteriors to be shot on the original Sudan locations.

"The Man in Evening Clothes", world famous French farce by Lucien Guitry.

"The Dressmaker of Luneville", by Alfred Savoir, author of Maurice Chevalier's next Hollywood production "Love Me Tonight".

"Lily Christine", from the outstanding novel by Michael Arlen.

Casts for these pictures which will be announced later, will embrace the finest stage and screen stars in England and where necessary, from Hollywood.

With a line-up such as the above, the future of the Paramount British studio is undeniably assured. And its boon to our business in Australia and New Zealand will be too great to even contemplate at the moment.

#### PARAMOUNT WINS THREE HONORS.

Society of Motion Picture Arts Sciences Awards Paramount Coveted Trophies.



Norman Taurog.

Paramount was significantly successful in winning three of the eight honors annually awarded producers, technicians and players by the Society of Motion Pictures Arts and Sciences. Paramount came in for treble representation when Norman Taurog was announced the best director for 1931 for his work on "Skippy". Floyd Crosby took first prize with his photography in 'Tabu'', and the Hollywood studio was awarded first honors for the most consistently high standard of sound reproduction.

It is significant, also, that Lionel Barrymore, who was adjudged the best actor for 1931, has recently been signed by Paramount. He is featured with Nancy Carroll and Phillips Holmes in "The Man I Killed".

This marks the second consecutive occasion on which Paramount has had a representative in its ranks winning the best photography honor. Last year Joseph Rucker and Willard Vander Veer received the award for their picturising of "With Byrd At The South Pole".

#### Nine Head "Jekyll" Cast.

NINE players have the leading roles in Paramount's modern picturisation of the Robert Louis Stevenson drama, "Dr. Jekyll and Mr. Hyde". Fredric March is starred in the dual title roles; Miriam Hopkins is the street girl; Rose Hobart is Jekyll's fiance, and others are Holmes Herbert, Edgar Norton, Halliwell Hobbes, Arnold Lucy, Tempe Piggott and Col. McDonnell.

#### Picture in Olympic Stadium.

Angeles, which will house the 1932 Olympic Games, provided the locale for the big football matches to feature Paramount's "Touchdown". Richard Arlen is starred in this drama of the football field, and Peggy Shannon, Regis Toomey, George Barbier, Charles Starrett and Jack Oakie are in the cast. Norman McLeod directed.

#### "No One Man" Cast.

PARAMOUNT has announced the complete cast for the picturisation of Rupert Hughes' novel "No One Man". Ricardo Cortez, Carole Lombarde, Paul Lukas, Arthur Pierson, George Barbier, Juliette Compton, Virginia Hammond and Frances Moffett will appear in the more important roles. Lloyd Corrigan will direct from the script of Sidney Buchman and Agnes Brand Leady.

#### Stage Star with Chatterton.

she played on the stage, Margaret Armstrong has been added to the cast of Ruth Chatterton's new Paramount picture, "To-morrow and To-morrow". She augments a supporting cast including Harold Minjir, Walter Walker, Tad Alexander and Winter Hall. The film is nearing completion with Paul Lukas and Robert Ames in the chief male roles.

## Gossip

"Man of Power".



Charles Starrett, Paramount player, illustrates how to lift an opponent off his feet with a right upper-cut, Stuart Erwin, Paramount comedian, serving as the unfortunate foe.

#### "Ebb Tide" at Elstree.

PRODUCTION will start almost immediately at Paramount's British studios at Elstree on "Ebb Tide", a modern version of the famous silent picture, "God Gave Me Twenty Cents". The scenario and dialogue are being prepared by Basil Mason, and Arthur Rosson and Reginald Denham will co-direct. A cast of well-known British stage and screen stars will be announced shortly.

#### Comedy Triumvirate.

AN interesting comedy triumvirate was formed for the cast of "Dance Palace" when Eugene Pallette was assigned a mayor role. Pallette will combine his comedy talents with those of Jack Oakie and Lyda Roberti, Broadway comedienne. The comedy trio will appear in a cast headed by Miriam Hopkins and Charles "Buddy" Rogers. The film will be a romance of dance hall entertainers.

#### Seven Added to 'Big House'.

SEVEN players have been added to the cast of "Ladies of the Big House", a drama of life in the woman's quarters of a penitentiary, starring Sylvia Sidney. They are Fritzi Ridgway, Roscoe Karns, Frank Sheridan, Purnell Pratt, Douglas Cosgrove and Robert Emmett O'Connor. Gene Raymond, Wynne Gibson, Earle Foxe and George Barbier have the featured roles.

#### Lilyan Tashman Recalled.

ILYAN TASHMAN, recently on a holiday jaunt to Europe, has been recalled by Paramount a month early to appear with
Claudette Colbert and William
Boyd in "Confession". Production has just started on the new film
at the company's New York studios, under the direction of Berthold
Viertel. Miss Tashman's last role
was with Kay Francis in "Girls
About Town".

#### Erwin in New Role.

the leading comedy role in "Two Kinds of Women", Paramount's current screen version of Robert E. Sherwood's stage success, "This Is New York". Miriam Hopkins, Phillips Holmes, Wynne Gibson, and Irving Pichel share featured roles. Production has just started at the Hollywood studios under the direction of William C. de Mille.

A FEW weeks ago, every Ad. Sales manager received a memo. acquainting him with the 1932 Quota figures. These show a substantial decrease in every case, but, at the same time higher than any attained during the past six months.

Because Quota for the ensuring year has been lowered, it does not follow that branch figures can therefore show a proportionate drop in weekly business. Quite on the contrary, it means that, despite everything, figures MUST come UP to Quota and remain there week after week.

Hesitate just a moment, until you can thoroughly realise what the 1932 Quota means to you. It means that WEEK AFTER WEEK your branch must go over the top 100 per cent! It means more work—harder work, and it means using your head.

How can Quota EACH week be attained, you ask. Perhaps the following suggestions will be of assistance:

Spend more time establishing personal contact with exhibitors. This does not mean trying to sell the customer something every time you visit him. On the contrary, concentrate on securing his friendship. Then, when you do tackle him on additional Ad. Sales, he'll realise that you're trying to help him—not bleed him.

What The...

## Ad. Sales Boys

...Are Doing

(By Len Jones).

#### New Quotas!

Don't attempt to load up an exhibitor on an ordinary release. That is bumping you head against a stone wall and—if you succeed once—spoiling your chances in the future. Therefore, insist that he take a reasonable order for ordinary releases, but go after him relentlessly on all specials. Point out the advantage of "going out" on specials, see that he takes trailers, couriers and other novelty items over and above his usual requirements.

Make a point of visiting each theatre in city and suburbs as often as possible. When there, make a note of needs for the lobby—stands, window boards, etc. Also, make note of any valuable hoardings near the theatre. At a later and more appropriate time, you can acquaint the exhibitor with these requirements or neglected opportunities. The chances are ten to one he'll be grateful for the advice—if tactfully given—and you'll return to the office with an order.

In the case of country showmen establish similar contact through the medium of circular and personal letters. Keep them well posted on all new items in stock. Follow up all bookings of specials with an enthusiastic letter about the film, suggesting the purchase of additional Ad. Sales material to ensure its success. In these and other ways you can become also the friend of the country exhibitor.

Successful selling is a harmonious mixture of service and common sense. Be—and try to impress your customers with the fact that you are—a cheerful and wise servant as well as a salesman. Use common sense, and plenty of it, in all your dealings with them. Learn the best times to clinch a sale and the occasions on which to let the exhib. do the talking. In other words, LEARN TO SELL!

Above all, remember that Quota for 1932 is not an arbitrary figure at which you should indifferently aim. It's the mark that you MUST attain, WEEK AFTER WEEK. LET'S GO!

A LTHOUGH the fortnight before Xmas is supposed to be a quiet period, Henry Quincey, Jack O'Neill and Harry Varcoe managed to turn in some novelty sales.

Quincey sold one 11 x 14 Lobby Stand and two Daybill Boards; O'Neill disposed of 500 "Skippy" Buttons, six cutouts and a set of oil paintings among other material on the picture, and Varcoe placed another 250 "Skippy" Buttons.

All of which goes to show that, even in accepted quiet times, the business is there if you chase it. How about you other chaps?

And now, let us introduce A. L. Nichols, who takes over the reins of the Melbourne Ad. Sales Department on January 4th. Harry Varcoe, as you know, has been promoted to film salesman. A point for you other chaps to bear in mind.











## Scanned from the collection of The Museum of Modern Art Department of Film

Coordinated by the

Media History Digital Library

www.mediahistoryproject.org

Funded by a donation from Columbia University Libraries